



EEI GOLDEN JUBILEE BUILDING
ADMINISTRATIVE OFFICE CUM TRAINING BLOCK

EEI News



EEI, Hyderabad

Volume 56 108/NL/PJTAU/2018

April, 2026 to September, 2026

No. 2

On Campus Training Programmes

1. Next Gen Extension Approaches for Effective Transfer of Technology
2. Training of Extension Officers as Master Trainers in ToT
3. Farmer Field School (FFS) Approach for Effective ToT
4. Innovative Extension Methodologies for Effective Transfer of Technologies in Agri and Allied Sectors
5. Experiential Learning and Managerial Games for Effective Extension Delivery
6. Training Dynamics and Organisational Management for Effective Extension
7. Innovative Extension Methodologies for Effective Transfer of Technologies in Agri and Allied Sectors
8. Extension Strategies for Strengthening Functional Efficiency of FPOs
9. Planning, Monitoring and Evaluation of Extension Programmes and Projects
10. Facilitation and Feedback Skills for Effective Extension
11. Communication Techniques for Effective Outreach
12. Leadership and Personality Development Skills for Extension Professionals
13. Human Resource Management Strategies for Achieving Impact-Oriented Outcomes
14. Participatory Approaches for Effective Extension Delivery
15. Training management skills for effective ToT
16. Emerging Dimensions of Extension for Effective and Inclusive Outreach
17. Communication and Documentation Skills for Extension Professionals
18. Market-Led Extension for Enhancing Farmers' Income

Off Campus Training Programmes

1. Drone Technologies in Agriculture
2. Profitable Dairy Farming for Sustainable Livelihoods
3. Strengthening of FPOs in Livestock Sector
4. Digital Tools for Sericulture Extension
5. Strengthening of FPOs in Agriculture
6. Communication skills for effective extension services
7. Work Life Balance for Personal and Professional Excellence
8. Leadership and Personality Development Skills for Extension Professionals
9. Animal Welfare Rules and Regulations for Veterinarians
10. Digital Technologies in Supply and Value Chain Management
11. Extension Methodologies for agripreneurs for effective faculty scientist
12. Communication and Documentation Skills for Extension Professionals
13. Personality Developments skills for professional excellence
14. Soft skills for personal and professional
15. Smart farming technologies in Horticulture
16. Interventions in organic farming for sustainable agriculture
17. Digital Applications for Effective ToT in Agriculture
18. Training Management Skills for Effective Livestock Extension Delivery

Collaborative Training Programmes

1. Supply Chain Management in Agri and Allied Sectors
2. Capacity Building Programme on Monitoring and Evaluation in Agriculture

Webinars

1. ECHO – High Value Agriculture & Horticulture
2. ECHO – Extension Strategies for Bridging Yield Gaps in Pulses & Oil Seeds

Other Events

Director's Desk



Agriculture in the Southern States is changing rapidly. Farmers now look for market prices on their phones, FPOs negotiate directly with buyers and processors, and advisories shared through WhatsApp groups and short video clips as readily as through the village meetings. Extension functionaries who serve these farmers need more than technical knowledge. They must communicate clearly, use digital tools with confidence, read markets, manage people and help farmers act together. Keeping these evolving demand in view this year's training programmes were planned.

Between April and September 2026, the Extension Education Institute (Southern Region), Hyderabad conducted 40 on-campus, off-campus and collaborative training programmes for officers of Agriculture, Horticulture, Animal Husbandry, Sericulture, Fisheries and allied departments from Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, Kerala, Odisha and Puducherry. The themes ranged from drone technologies, digital applications and AI tools for technology transfer to strengthening FPOs, market-led extension, supply and value chain management, organic farming, animal welfare, communication, leadership and personality development. Off-campus programmes were shaped around the specific needs of each state. While Collaborative programmes with MANAGE and webinars on high-value agriculture and on yield gaps in pulses and oilseeds added further depth.

A common theme across these programmes was learning by doing. Participants prepared video jingles, designed digital applications, played managerial games, worked through simulations and role plays. They also gained field level exposure through visit to FPOs, agri-startups, processing units, progressive farmers' fields. Each programme ended with a back-home plan, because the real test of a training is what the officer does after returning to the district.

Beyond training, the faculty of EEI took part in Rythu Mungitlo Shastravethalu and Khet Bachao Abhiyan, interacting directly with farmers in villages, and the Institute hosted a brainstorming session on farmer income security under the chairmanship of the Hon'ble Vice-Chancellor, PJTAU.

Brahma Kumari's and Kanha Shanti vanam providing a blend of technical, practical digital and experiential learning.

I sincerely express my gratitude to the Ministry of Agriculture & Farmers Welfare, Govt. of India for its steady support, the Hon'ble Vice-Chancellor and the Director of Extension, PJTAU for valuable guidance and encouragement to our partner institution for their cooperation and collaboration and to the faculty and staff of EEI for their dedicated efforts and commitment towards the successful implementation of the training programmes.

I am confident that the trained officers will apply their learnings in the field to help farmers improve productivity incomes and livelihoods.

Dr. B. Savitha
DIRECTOR, EEI, Hyderabad



On Campus Training Programmes

Next Gen Extension Approaches for Effective Transfer of Technology

The Extension Education Institute (Southern Region), Rajendranagar, Hyderabad, organized a five-day On-Campus Training Programme on “Next Gen Extension Approaches for Effective Transfer of Technology” from 6th to 10th July 2026 for middle-level extension functionaries from the Southern States. The programme aimed to equip them with emerging knowledge, digital competencies and innovative extension methodologies to accelerate technology adoption and improve farmers’ livelihoods, with specific emphasis on Geo-Spatial Technologies (GSTs) for agro-advisory services and designing digital applications for speed and precision in technology transfer.

The training started with the inaugural session, where Dr. M. Yakadri, Director of Extension, PJTAU, attended as Chief Guest and encouraged the participants to use the training for improving their competencies. In the ice-breaking session, participants were randomised into groups and given properties to create creative structures, which set a relaxed and participatory tone for the sessions that followed.

The training covered simulation techniques as a Next-Gen extension approach, Artificial Intelligence (AI), Internet of Things (IoT), data analytics, Geo-Spatial Technologies, innovative training methodologies, digital extension and data-driven smart advisory systems. Sessions also focused on Next-Gen extension models for achieving the SDGs and Viksit Bharat, farmer-centric linkages with Agri-Tech start-ups and FPOs, the Fish Bowl technique, agri-media skills, digital extension tools and Government of India initiatives.

Participants visited the TELAGE (Technology Enhanced Learning for Agriculture Education) Lab at ICAR-NAARM for hands-on exposure to technology-enabled learning, and the Electronic Wing of PJTAU, where they practised preparing video jingles for extension communication.

The training strengthened participants’ understanding of the transition from traditional extension towards technology-enabled, digital and data-driven approaches, and their capacity to use AI, IoT, Geo-Spatial Technologies and digital tools for more timely, precise and farmer-centric technology transfer.



Prof. M. Yakadri, DE, PJTAU, Dr. M. Jagan Mohan Reddy, Director, EEI-Hyd and Course Coordinators are addressing participants



During valedictory session distributing certificates to the participants

The programme concluded with back-home planning, post-training evaluation and a valedictory session on 10th July 2026, in which certificates were distributed by the Director, EEI-Hyderabad.

The programme was attended by 13 middle-level extension functionaries from the Southern States and coordinated by Sri B. Raja Madhushekar, Assistant Professor, EEI, Hyderabad.



Training of Extension Officers as Master Trainers in ToT

The Extension Education Institute (Southern Region), Rajendranagar, Hyderabad, organized an on-campus training programme on “Training of Extension Officers as Master Trainers in ToT” from 06th to 10th July, 2026 for middle-level extension officers from Agriculture and allied sectors of South India. The programme was designed to strengthen their capacity to plan, facilitate and evaluate training programmes using contemporary training approaches, digital tools and experiential learning methods.

The inaugural programme was graced by Prof. M. Yakadri, Director of Extension, PJTAU, as the Chief Guest. He emphasized continuously upgrading the competencies of extension officers and highlighted that effective extension training



Prof. M. Yakadri, DE, PJTAU, Dr. M. Jagan Mohan Reddy, Director, EEI-Hyd, faculty and trainees during the inaugural session

should go beyond information delivery and develop practical competencies among field functionaries. An ice-breaking session helped participants interact beyond their familiar professional circles.



Visit to the Electronic Wing, PJTAU for hands-on experience of jingles and digital content creation

A session on Decoding Adult Learning helped participants understand the characteristics of

adult learners and their implications for training design. Technical sessions covered Agrimedia Skills in Extension, Application of Geo-Spatial Technologies for Effective Extension Advisories, Simulation Technique as a Next Extension Training Approach, AI for Extension, Participatory Methods in Training (role play, demonstrations and buzz groups), the Fishbowl Technique, Digital Tools and Techniques in Extension and Innovative Training Methods. Micro-teaching exercises with peer-based Mentimeter analysis allowed participants to practise their delivery and receive structured feedback.

Participants visited the ARISA Lab, PJTAU, to see emerging technologies; the Electronic Media Wing, PJTAU, for hands-on jingle making; and the Nutri-Hub Incubation Centre, ICAR-IIMR, to understand how innovation and startup ecosystems contribute to transformative change. In back-home planning, participants planned to conduct training programmes for field staff and farmers using adult learning principles, participatory methods and digital tools such as Mentimeter.

The valedictory session was graced by Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad, who emphasized that the real success of a training programme lies in applying the acquired knowledge and skills in the field, and encouraged the participants to act as effective master trainers in their organizations.



Certificate distribution to the trainees during the valedictory session

The programme was attended by 09 middle-level extension service providers from the Departments of Agriculture, Veterinary and Animal Husbandry, Horticulture, ATMA, etc., and coordinated by Dr. N. Hema Sarat Chandra, Assistant Professor, EEI, Hyderabad.



Farmer Field School (FFS) Approach for Effective ToT

The Extension Education Institute (EEI), Hyderabad organized a five-day on-campus training programme on “Farmer Field School (FFS) Approach for Effective ToT” for Middle Level Extension Officers, including ATMA officials (ATMs and BTMs), from Agriculture and Allied Departments from 13th to 17th July, 2026. It aimed to orient participants to the concept, principles, methodology and significance of the FFS approach while enhancing their skills in climate-smart, sustainable and eco-friendly farming practices.

The inaugural session was graced by Dr. M. Yakadri, Director of Extension, PJTAU, and Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad. Dr. M. Yakadri highlighted FFS as a participatory methodology that promotes experiential learning, field-based experimentation and informed decision-making, while Dr. M. Jagan Mohan Reddy emphasized its role in need-based learning and farmer participation. The first day opened with ice-breaking activities such as the balloon caterpillar and stress-buster balloon blast.

The course covered Integrated Farming System Approaches; Sustainable Fodder Production in the Era of Climate Change; Role of Biopesticides in Insect Pest Management; Conceptual Framework and Operational Challenges of FFSs; Climate-Smart Farming; Leveraging Grassroots Creativity; Biochar as a Soil Amendment; Extension Strategies for Effective Operation of FFS; and Agro-Ecosystem Analysis (AESAs) and Digital Agriculture for Smart Crop Management.

Field visits were organized to NIPHM for hands-on experience in low-cost production of entomopathogenic fungi, SIDS Farms, Shamshabad, the Innovation Diffusion Centre (IDC), Sainikpuri, and the Electronic Wing, where participants developed and recorded extension jingles.

The trainees appreciated the practical nature of the programme and said it enhanced their knowledge, skills and confidence to implement FFS in their work areas. They also valued the opportunity to prepare Back Home Action Plans

for promoting FFS in their districts. In his valedictory address, Dr. M. Jagan Mohan Reddy encouraged them to use FFS as a platform for raising farmers’ awareness, adoption of climate-smart technologies and stronger linkages among farmers, extension personnel and other stakeholders.

A total of 17 officers from the Departments of Agriculture, Sericulture, Horticulture and Veterinary from Andhra Pradesh, Telangana, Tamil Nadu, Karnataka and Kerala participated in the programme, which was coordinated by Dr. Ch. Srilatha, Associate Professor, EEI, Hyderabad.



Dr. M. Jagan Mohan Reddy, Director, EEI, Dr. E. Yekadri, Director of Extension, Dr. Ch. Srilatha, Assoc. Professor are addressing participants during the inaugural programme



During Ice breaking session Dr. Ch. Srilatha, Course Coordinator with participants



Innovative Training Methodologies for Effective Extension Delivery

An on-campus training programme on “Innovative Training Methodologies for Effective Extension Delivery” was organized for middle-level extension officers of agriculture and allied sectors from 13th to 17th July 2026 at EEI, Hyderabad. Extension delivery in India has moved from linear, top-down approaches to decentralized, demand-driven systems that combine digital tools such as AI, mobile applications, remote sensing and digital advisory platforms. The programme oriented participants on innovative training methodologies and on blending modern techniques with traditional methods.

Dr. M. Yakadri, Director of Extension, PJTAU, graced the inaugural session and urged the participants to use the training sessions to impart digital and technical skills to the farming community. Dr. M. Jagan Mohan Reddy, Director, EEI, spoke on the need for digital skills and international market knowledge among extension officers.



Visit to SIDS Farm, Shabad, Rangareddy District

Dr. D. Srinivasa Reddy, Associate Professor and Course Coordinator, gave an overview of the programme.



Hands-on session on developing digital tools for extension delivery

The programme combined an ice-breaking session, theory sessions, field visits, hands-on sessions and participant presentations. Hands-on sessions covered preparation of video jingles, AI tools, a simulation exercise on farmers' bargaining power, Teachable Machine and ICT tools for information dissemination, along with focused group discussions and back-home planning.

Field visits were organized to SIDS Farm, Shabad, to sensitize participants towards agripreneurship; the ARISA Lab and Centre for Digital Agriculture (C-DAT), PJTAU, for digital extension and data-driven smart advisory systems; the TelAge Lab, ICAR-NAARM; and the Earth Centre, Council for Green Revolution (CGR), Anmaspally, Kadthal, where sustainable and environmental approaches are taught. Participants also took part in a plantation activity.



Visit to Earth Centre, Council for Green Revolution (CGR)

Participants gave good feedback, noting that the programme had fewer theory classes and more field visits and hands-on sessions. They suggested including talks by AI-based manufacturing companies and improving the hostel facilities.



Plantation taken up by the trainees



A total of 18 participants took part from Telangana (8), Andhra Pradesh (3), Tamil Nadu (2), Karnataka (4) and Kerala (1), representing Agriculture (7), Veterinary (4), Horticulture (2),

Sericulture (2) and NGOs (3). The programme was coordinated by Dr. D. Srinivasa Reddy, Associate Professor, EEI, Hyderabad.

Innovative Extension Methodologies for Effective Transfer of Technologies in Agri and Allied Sectors

The Extension Education Institute (Southern Region), Rajendranagar, Hyderabad, organized an on-campus training programme on “Innovative Extension Methodologies for Effective Transfer of Technologies in Agri and Allied Sectors” from 20th to 24th July, 2026 for middle-level extension officers of South India. The programme aimed to enhance participants’ knowledge and skills on innovative extension methodologies and digital technologies, and their capacity to apply participatory approaches and ICT tools in agricultural extension.

Dr. M. Yakadri, Director of Extension, PJTAU, graced the inaugural session as the Chief Guest and emphasized strengthening extension through innovative methodologies, digital technologies, participatory approaches and effective farmer–extension communication. An ice-breaking exercise using ball and balloon-based games, in which each participant introduced a fellow participant, built interaction and team spirit.



Prof. M. Yakadri, DE, PJTAU, Dr. M. Jagan Mohan Reddy, Director, EEI-Hyd, faculty and trainees during the inauguration

The technical sessions covered Simulation Exercise, Deep Dive to Brainstorming, Role-play on Handling Farmers’ Objections to Adopting New Technologies, Fish Bowl Technique, Application of Geospatial Technologies for Agro-Advisory Services, Hands-on AI Tools for Extension Services, Hands-on Training on Teachable Machine, Focused Group Discussions, and Building Networks and

Partnerships for Sustainable Agriculture, followed by back-home planning.



Visit to the Electronic Wing, PJTAU for hands-on experience of jingles and digital content creation

At the TelAge Lab, ICAR–NAARM, participants were exposed to digital tools for technology transfer and extension communication, and at the Electronic Wing, PJTAU, they gained hands-on experience in developing video jingles and digital communication materials.

Participants said the training offered practical approaches they could apply directly, and particularly valued AI tools for video creation, simulation exercises, the Fish Bowl technique and role plays. Dr. M. Jagan Mohan Reddy, Director, EEI, graced the valedictory session and urged participants to translate their learning into practical, technology-enabled extension interventions.



Certificate distribution to the trainees during the valedictory session



The programme was attended by 18 middle-level extension service providers from the Departments of Agriculture, Horticulture and Animal Husbandry of Andhra Pradesh,

Telangana, Tamil Nadu and Karnataka, and coordinated by Dr. P. Shiva Kumar, Assistant Professor, EEI, Hyderabad.

Experiential Learning and Managerial Games for Effective Extension Delivery

The Extension Education Institute (Southern Region), Rajendranagar, Hyderabad, organized an on-campus training programme on “Experiential Learning and Managerial Games for Effective Extension Delivery” from 20th to 24th July, 2026 for middle-level extension officers from Agriculture and allied sectors of South India. First of its kind, the complete five-day programme was designed only with hands-on experiences and active learning sessions to develop interpersonal, managerial, problem-solving and facilitation skills.

The inaugural programme was graced by Prof. M. Yakadri, Director of Extension, PJTAU, as the Chief Guest, who encouraged participants to adopt innovative approaches that make training and extension delivery more engaging and outcome-oriented. An ice-breaking exercise on the first day built rapport and an atmosphere of trust.

Sessions included Simulation Technique: A Next Gen Extension Training Approach; Experiencing Managerial Games for People Management; the Fishbowl Technique; Deep Dive to Brainstorming; Hands-on AI Tools for Extension; Learning by Doing: Experiential Problem Solving; Role Play: Experiential Learning; and Building High Performance Teams. In each, participants experienced a situation, analysed their responses and drew lessons for real extension and workplace settings.

Participants visited the Electronic Wing, PJTAU, for hands-on digital content creation, the TelAge Lab, ICAR-NAARM, to see digital technologies for content delivery, and the Nutri-Hub Incubation Centre, ICAR-IIMR, for insights into startups and innovation. In back-home planning, they planned to use managerial games, role plays and brainstorming in staff meetings and farmer training programmes.



Prof. M. Yakadri, DE, PJTAU, Dr. M. Jagan Mohan Reddy, Director, EEI-Hyd, faculty and trainees



During the visit to ICAR-IIMR as part of the training programme



Trainees actively involved in management games

Participants described the programme as different from routine classroom training because every session was activity based, with no theory classes and no PPT slides. At the valedictory session, Dr. M. Jagan Mohan Reddy, Director, EEI, emphasized that experiential learning becomes meaningful only when participants reflect on their experiences and apply the lessons in their work.



Back-home planning explained by the trainees

Training Dynamics and Organisational Management for Effective Extension

The Extension Education Institute (EEI), Hyderabad, organized a five-day On-Campus Training Programme on “Training Dynamics and Organisational Management for Effective Extension” for officers of Agriculture and Allied Departments from the Southern States from 27th to 31st July, 2026. The programme aimed to strengthen the managerial, leadership and organizational competencies of extension professionals, with emphasis on strategic leadership, innovation, digital transformation, interpersonal communication and professional ethics.

The inaugural session was graced by Dr. M. Yakadri, Director of Extension, PJTAU, as the Chief Guest, and Dr. M. Jagan Mohan Reddy, Director, EEI. Dr. M. Yakadri emphasized that effective agricultural extension requires dynamic leadership, continuous capacity building and innovative management practices.



Dr. M. Yakadri, Director of Extension, PJTAU, as the Chief Guest, and Dr. M. Jagan Mohan Reddy, Director, EEI

Dr. M. Jagan Mohan Reddy highlighted EEI's role in developing managerial and leadership competencies across the Southern Region. A short ice-breaking exercise with group games

The programme was attended by 16 middle-level extension service providers from the Departments of Agriculture, Veterinary and Animal Husbandry, Horticulture, ATMA, etc., and coordinated by Dr. N. Hema Sarat Chandra, Assistant Professor, EEI, Hyderabad.



During class Dr. M. Jagan Mohan Reddy, Director, EEI taking practical session

The training covered Strategic Leadership; Driving Innovation and Creativity for Organizational Growth; Conflict Resolution and Negotiation Skills; Time Management; AI-Driven Managerial Skills; Counselling, Coaching and Mentoring; Managerial Decision Making; Digital Applications for ToT; Mind Management; Workplace Ethics and Work-Life Balance; Group Dynamics; Interpersonal Skills; and Training for Extension Leadership, through lectures, brainstorming, group discussions, assignments and experiential activities.

Participants visited the Brahma Kumaris Institute, Gachibowli, where they gained insights into positive attitude, mind management, stress management and values-based leadership.

The participants appreciated the practical sessions, particularly conflict management, negotiation skills and AI-based managerial applications, and said the training enhanced their confidence in managing teams and resolving organizational issues. In his valedictory address, Dr. M. Jagan Mohan Reddy urged them



to act as change agents by promoting innovation, fostering teamwork and strengthening farmer-centric extension services.



A total of 16 officers from Agriculture and Allied Departments of the Southern States participated. The programme was coordinated by Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad, under the guidance of Dr. M. Jagan Mohan Reddy, Director, EEI.

Extension Strategies for Strengthening Functional Efficiency of FPOs

The Extension Education Institute (EEI), Hyderabad, organized a five-day On-Campus Training Programme on “Extension Strategies for Strengthening Functional Efficiency of FPOs” for officers of Agriculture and Allied Departments from the Southern States from 27th to 31st July, 2026. The programme aimed to enhance participants’ knowledge and skills on the formation, management and functional efficiency of FPOs through participatory, digital and market-oriented approaches.

Dr. M. Yakadri, Director of Extension, PJTAU, graced the inaugural session as the Chief Guest. He emphasized strengthening FPOs through effective management, collective action, value addition, market linkages and digital interventions, and highlighted their role in improving farmers’ bargaining power, income and access to services. An interactive ice-breaking exercise using ball and balloon-based games helped build team spirit.



During the ice-breaking session of the programme

The training covered an overview of FPOs in India; formation, strengthening and management of FPOs; strategies for sustaining functional efficiency; the role of financial institutions in promoting and financing FPOs; experience sharing on successful FPOs; digital tools and interventions for FPOs; identification of local resources and participatory planning; marketing linkages; and preparation of Detailed Project Reports (DPRs).

Participants visited Kattangur FPO to understand the collective production, value addition and marketing of lemons, and gained practical insights into processing lemons into value-added products and improving farmers’ returns through better market linkages.



Participants of the programme

Post-training evaluation and training need assessment were conducted. In their back-home plans, participants proposed awareness programmes for farmers, support for preparing DPRs, linking FPOs with financial institutions



and buyers, and digital tools for communication among FPO members. In his valedictory address, Dr. M. Jagan Mohan Reddy, Director, EEI, encouraged them to apply the learning in promoting farmer-led collective enterprises.

A total of 20 officers from Agriculture and Allied Departments of the Southern States

participated. The programme was coordinated by Dr. P. Shiva Kumar, Assistant Professor, EEI, Hyderabad, under the guidance of Dr. M. Jagan Mohan Reddy, Director, EEI.

Planning, Monitoring and Evaluation of Extension Programmes and Projects

The Extension Education Institute (EEI), Hyderabad, organized an on-campus training programme on “Planning, Monitoring and Evaluation of Extension Programmes and Projects” from 3rd to 7th August 2026. The success of extension programmes depends not only on technical content but also on systematic planning, continuous monitoring and appropriate evaluation. The programme was therefore designed to strengthen the capacity of extension professionals to plan, implement, monitor and evaluate extension interventions in a systematic and results-oriented manner.

The objectives were to develop an understanding of the concepts and principles of planning, monitoring and evaluation (PME); build skills in situation analysis and needs assessment; formulate clear goals, objectives and expected outcomes; introduce results-based planning and the Logical Framework Approach; develop indicators and practical monitoring plans; and familiarize participants with quantitative and qualitative evaluation methods.

The modules introduced the meaning and importance of planning, monitoring and evaluation and the relationship among them. Emphasis was placed on developing SMART objectives, and the Logical Framework Approach was introduced as a tool for planning and managing extension projects. Participants learnt to convert objectives into activities and realistic implementation plans,

Ice-breaking session in the training programme

and were introduced to monitoring as a continuous process and to evaluation as a systematic assessment of performance and results.

The programme adopted a participatory methodology of interactive lectures, group discussions, logical-framework exercises, group presentations and individual action planning, using a training manual, Logical Framework templates, problem-tree and objective-tree formats and digital data-collection tools. The practical exercises helped participants relate PME concepts to their own programmes and field situations.

At the end of the programme, participants were able to develop results chains and logical frameworks, identify indicators, prepare monitoring schedules and reporting formats, identify implementation gaps and develop a PME plan for an extension programme or project. The aim of PME, as stressed in the programme, was not merely to produce reports but to generate evidence, learning and timely action.



Certificates distribution during the valedictory

The programme was coordinated by Dr. K. Koteswar, Assistant Professor, EEI, Hyderabad,



under the guidance of Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad.

Facilitation and Feedback Skills for Effective Extension

EEI Hyderabad organized a five-day On-Campus Training Programme on “Facilitation and Feedback Skills for Effective Extension” from 03rd to 07th August, 2026, for middle-level extension functionaries from agriculture and allied sectors. The programme was designed to strengthen their competencies in facilitating participatory programmes, effective communication, active listening, questioning, constructive feedback and farmer engagement.

The programme was graced by Prof. M. Yakadri, Director of Extension, PJTAU, who addressed the participants on the importance of feedback for customised agricultural research and distress management of farmers. Dr. M. Jagan Mohan Reddy, Director, EEI-Hyderabad, appealed to the trainees to learn to their fullest and utilise the opportunity. The inaugural session was followed by the pre-training test.

based video editing, infographic preparation, QR-code development and the use of the Plantix application and the latest AI apps.



Participants at Electronic wing, ARI, PJTAU during visit



Faculty of EEI addressing participants during the inauguration programme

The training covered experiential learning and brainstorming, AI-enabled facilitation, digital innovation platforms, digital facilitation tools such as Zoom, Google Meet and Mentimeter, Farmer Field Schools, feedback collection techniques, Focus Group Discussions, problem-tree analysis, case studies and role playing. Practical sessions included Canva-

Participants visited Kalagura Gampa, a successful enterprise, and the Electronic Wing, PJTAU, for hands-on experience in digital content creation and jingle making.

The programme concluded with back-home planning and post-course evaluation, enabling participants to plan the application of participatory methods, digital and AI-based tools and interactive approaches in their extension activities. The valedictory session was graced by Dr. M. Yakadri, Director of Extension, PJTAU, who encouraged the participants to use the knowledge and skills gained to enhance their professional competencies.

The programme was attended by 26 middle-level extension functionaries from agriculture and allied sectors and coordinated by Sri B. Raja Madhushekar, Assistant Professor, EEI, Hyderabad.

Communication Techniques for Effective Outreach

An on-campus training programme on “Communication Techniques for Effective Outreach” was organized for middle-level extension officers of agriculture and allied sectors at EEI, Hyderabad from 17th to 21st

August 2026. Effective outreach requires breaking down complex scientific information into practical field-level practices, and because rural audiences vary widely in literacy,



technology access and cultural norms, a multi-channel communication strategy is essential.



Ice-breaking session in the training programme

Dr. M. Jagan Mohan Reddy, Director, EEI, gave the welcome address in the inaugural session and said extension officers need training to sharpen their skills, gain exposure to the latest technologies and help change the mind-set of people. Dr. D. Srinivasa Reddy, Associate Professor and Course Coordinator, said farmers need handholding support so that new knowledge and skills are applied correctly in the field, which requires development workers to be exposed to innovative training techniques.



Dr. Vikramaditya Duggal, Director, Abhivyakti, Hyderabad, taking a session

The programme covered Facilitation and Feedback Management Skills, Non-Verbal Communication and Conflict Management Negotiations, Public Speaking, Creative Visual

Leadership and Personality Development Skills for Extension Professionals

The Extension Education Institute (EEI), Hyderabad, organized an on-campus training programme on “Leadership and Personality Development Skills for Extension Professionals” from 17th to 21st August 2026. Extension work requires professionals to interact with farmers,

Design and Digital Content Creation using Canva, Creative and Participatory Communication, Interpersonal Skills, hands-on AI tools, AI-driven communication techniques and sensitization on GoI schemes. Learning was reinforced through exercises, group activities, games, an ice-breaking session and field visits, including a visit to the TelAge Lab, ICAR-NAARM, on integrating digital technologies in technology transfer. The trainees also took part in a plantation activity.



Visit to the TelAge Lab, ICAR-NAARM, Hyderabad

Participants said at several points that the training was very useful, changed their perception and made them think of doing things differently.



Plantation taken up by the trainees

A total of 30 participants from five states attended the programme, which was coordinated by Dr. D. Srinivasa Reddy, Associate Professor, EEI, Hyderabad.



builds self-awareness, confidence and constructive interpersonal relationships.



Dr. K. Koteswar at the ice-breaking session

The programme aimed to help participants understand leadership in extension work, identify their personal strengths and leadership styles, strengthen self-confidence and professional presence, improve communication, active listening and interpersonal skills, and enhance decision-making, conflict-management, public speaking and facilitation abilities.



Dr. M. Jagan Mohan Reddy with the Leadership & Personality Development Skills activity

The content covered leadership foundations (qualities of effective leaders, leadership roles in extension, leadership versus management), self-awareness (strengths, values, attitudes and goal setting), personality development (positive attitude, confidence, professional etiquette, body language and grooming) and communication skills (verbal and non-verbal communication, active listening, questioning, feedback and

empathy). Sessions on Emotional Intelligence, Team Building, and Mind Management Skills, Work Ethics and Work-Life Balance were handled by resource persons, and participants designed web pages in the computer lab.

Interactive lectures, self-assessment, role plays on farmer interaction and conflict situations, group discussions, case studies and presentation practice were used so that participants could connect the concepts with their own extension experience.



Participants designing web pages in the lab

At the end of the programme, participants were able to communicate with greater clarity, confidence and empathy, recognise their strengths and development areas, demonstrate positive leadership behaviours in teams, handle disagreement constructively, and deliver more effective presentations, meetings and training sessions.



Dr. Vijaya Lakshmi with "Team Building"

The programme was coordinated by Dr. K. Koteswar, Assistant Professor, EEI, Hyderabad.

Human Resource Management Strategies for Achieving Impact-Oriented Outcomes

The Extension Education Institute (EEI), Hyderabad, organized a five-day on-campus training programme on "Human Resource Management Strategies for Achieving Impact-

Oriented Outcomes" from 7th to 11th September 2026 for middle-level extension officers, including ATMA officials (ATMs and BTMs), from Agriculture and Allied Departments of the



Southern States. The programme aimed to help participants understand the need for developing human resources, use their inner potential for personal and professional excellence, strengthen value-driven management and work ethics, and apply these skills to make their extension work more effective.

The programme commenced on 7th September with registration, pre-evaluation, before-training evaluation and the inaugural session, followed by an ice-breaking exercise. Daily yoga sessions were held every morning.



Ice breaking session

The technical sessions covered Emotional Intelligence; Digital Technologies for Effective Communication; Agile and Strategic Leadership; Changing Dynamics in Monitoring and Evaluation; Team Building for Successful Functioning of Organizations; Collective Bargaining and Negotiation Skills; and Time Management Strategies for Workplace Success.

Participatory Approaches for Effective Extension Delivery

The Extension Education Institute (EEI), Hyderabad, organized a five-day on-campus training programme on "Participatory Approaches for Effective Extension Delivery" from 15th to 19th September 2026 for officers of Agriculture and Allied sectors of its client states. The programme focused on involving farmers and other stakeholders in identifying needs, planning interventions, developing and adapting technologies and assessing results, and on equipping participants with participatory digital tools and strategies for working with FPOs, FFSSs, agri-startups and farming communities.

The inaugural session was graced by Dr. M. Jagan Mohan Reddy, Ex-Director, EEI, Hyderabad, and Dr. B. Savitha, Director, EEI. Dr. M. Jagan Mohan Reddy emphasized involving farmers in identifying problems, planning interventions and evaluating outcomes,

A hands-on session on designing digital applications for speed and precision in ToT was also conducted. Resource persons included faculty of EEI, PJTAU and Agri Provision, Hyderabad. The sessions combined expert presentations, interactive sessions, group discussions, brainstorming and individual and group assignments.

Participants visited the Electronic Wing, PJTAU, for hands-on experience in preparing video jingles, and the Brahma Kumaris centre, Banjara Hills, for orientation on work-life balance, stress relief and mind management.



During valedictory session addressing participants

The programme concluded on 11th September with back-home planning, blog orientation, post-evaluation, after-training evaluation, training need assessment and the valedictory session.

The programme was coordinated by Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad.

and welcomed and congratulated the new Director of EEI. Dr. B. Savitha highlighted EEI's role in building the capacities of extension professionals across the Southern Region and encouraged the officers to share their field experiences.

The sessions covered Participatory Monitoring and Evaluation; Participatory Strategies for Strengthening the Agri-Startup Ecosystem; Participatory Rural Appraisal; Integrating Participatory Digital Tools in Farmers' Field Schools; Innovative Extension Approaches; a Simulation Exercise on Negotiation Skills; Participatory Technology Development and Farmer-Led Innovations; Facilitation and Feedback Skills; hands-on design of participatory digital applications for ToT; Participatory Strategies for Strengthening FPOs; and 21st Century Management Skills.



Participants also visited the Electronic Wing, ARI, Rajendranagar.

The participants appreciated the practical sessions, interactive discussions and institutional visit, particularly the hands-on work with participatory digital applications, and valued the chance to exchange field experiences with officers from other states.

In her valedictory address, Dr. B. Savitha, Director, EEI, urged the participants to involve

farmers in identifying priorities and planning extension activities, to strengthen partnerships and FPOs, and to put their back-home plans into practice.

Fourteen (14) officers from Agriculture and Allied sectors of the client states participated. The programme was coordinated by Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad, under the guidance of Dr. B. Savitha, Director, EEI.

Emerging Dimensions of Extension for Effective and Inclusive Outreach

The Extension Education Institute (EEI), Hyderabad, organized an On-Campus Training Programme on “Emerging Dimensions of Extension for Effective and Inclusive Outreach” for Middle-Level Extension Officers from Agriculture and Allied Departments of Southern States from 15th to 19th September, 2026. The programme exposed participants to emerging approaches, digital technologies, climate-resilient agriculture, entrepreneurship, FPOs, partnerships, negotiation, value chains and modern management skills.



Inaugural session

The programme commenced with registration, pre-training evaluation, training needs assessment and an ice-breaking exercise. The inaugural session was graced by Dr. M. Jagan Mohan Reddy and Dr. B. Savitha, Director, EEI, and highlighted the changing role of extension personnel and the need for innovative, technology-enabled and inclusive approaches.



Visit to SAM Agritech, Medchal

Technical sessions covered Strengthening the Startup Ecosystem; Formation and Strengthening of FPOs; Digital Extension Skills; Strengthening Farmers' Field Schools through Digital Tools; Climate-Smart Extension for Resilient Agriculture; a Simulation Exercise on Negotiation Skills; Building Networks and Partnerships; Resilient Supply and Value Chains; and 21st-Century Management Skills. Experts from EEI, MANAGE, PJTAU, Agri Provision, AgriFabrix, NIRD&PR and SAM Agritech facilitated the sessions.

Participants visited the Electronic Wing, ARI, Rajendranagar, for exposure to digital content development, and SAM Agritech, Hyderabad, where they observed pomegranate processing and value addition and avocado grading, sorting and processing. A hands-on session on designing digital skills for dissemination of advisories strengthened their use of digital tools.



Visit to the Electronic Wing, ARI, Rajendranagar

The programme concluded with post-training evaluation, feedback and Back Home Planning. At the valedictory session, Dr. B. Savitha, Director, EEI, stressed translating emerging extension approaches into field-level action. Participants expressed high satisfaction with the

programme's relevance, expert sessions and field visits, and said it enhanced their digital competencies, managerial skills and confidence.



Certificate distribution

16 officers attended the programme, which was coordinated by Dr. Ch. Srilatha, Associate Professor, EEI, Hyderabad.

Communication and Documentation Skills for Extension Professionals

The Extension Education Institute (Southern Region), Hyderabad organized a five-day On-Campus Training Programme on "Communication and Documentation Skills for Extension Professionals" from 21st to 25th September, 2026 for Middle Level Extension Officers, including ATMA officials (ATMs and BTMs), from Agricultural and Allied Departments of Southern States. The programme was designed to strengthen their communication, documentation, interpersonal, leadership and digital competencies.

in strengthening extension services. The inaugural session was followed by pre-evaluation and ice-breaking activities.



Visit to Electronic Wing, PJTAU

Experts from EEI, PJTAU, NIRD-PR, C-DAC, the Electronic Wing and other organizations addressed Public Speaking Skills; Facilitation and Feedback Management; Verbal, Digital and Documentation Communication; AI in Content Creation; Interpersonal Skills; Tools for Gathering Field Information; Types of Documentation; Emotional Intelligence in Communication; Generative AI for Content Creation; Building High-Performance Teams; Leadership and Personality Development; and Back Home Planning and Blog Orientation. Daily yoga sessions were also organized.

Participants visited the Electronic Wing, PJTAU, for hands-on experience in preparing video jingles and digital communication content.



Inaugural session

The programme was inaugurated on 21st September 2026 with Dr. M. Yakadri, Director of Extension, PJTAU, as the Chief Guest, in the presence of Dr. B. Savitha, Director, EEI, and Dr. Ch. Srilatha, Associate Professor and Course Coordinator. Dr. M. Yakadri emphasized effective communication and systematic documentation

**Plantation**

The programme concluded on 25th September 2026 with the valedictory session presided over by Dr. B. Savitha, Director, EEI, who encouraged participants to keep upgrading

their communication, documentation and digital competencies. Participants gave enthusiastic feedback, particularly on the sessions on AI, Generative AI and digital documentation, and found the hands-on activities highly useful.

**Certificate distribution**

26 officers attended the programme, which was coordinated by Dr. Ch. Srilatha, Associate Professor, EEI, Hyderabad.

Market-Led Extension for Enhancing Farmers' Income

The Extension Education Institute (EEI), Hyderabad, organized a five-day on-campus training programme on "Market-Led Extension for Enhancing Farmers' Income" from 21st to 25th September 2026 for officers of Agriculture and Allied sectors of its client states. The programme focused on helping extension professionals integrate production with market demand, price intelligence, value addition, quality standards and buyer linkages, and familiarized them with digital platforms, marketing portals, export ecosystems, GIS, GPS and IT-enabled tools.

The inaugural session was graced by Dr. M. Yakadri, Director of Extension, PJTAU, as the Chief Guest, and Dr. B. Savitha, Director, EEI.

**Ice breaking session**

Dr. M. Yakadri urged extension professionals to move beyond production-oriented approaches and focus on market intelligence, value addition, agribusiness opportunities, buyer-seller linkages and digital marketing platforms.

Dr. B. Savitha encouraged participants to apply the learning in developing market-led extension interventions in their states.

The sessions covered State and Central schemes for marketing of agri and allied products; e-NAM and Agritech in marketing; participatory strategies for strengthening FPOs; market intelligence and networking; State and national marketing portals; GIS and GPS for marketing and insurance; building strategic networks and partnerships; the Market Mirchi digital marketing initiative; buyer-seller linkages; post-harvest management and the export ecosystem; IT-enabled marketing; and hands-on design of participatory digital



Dr. M. Yakadri, Director of Extension, PJTAU, as the Chief Guest, in the presence of Dr. B. Savitha, Director, EEI, and Dr. Ch. Srilatha, Associate Professor and Course Coordinator addressing participants during valedictory



applications, followed by blog orientation and back-home planning.

Participants visited SAM Agritech to gain practical insights into market linkages, agribusiness operations and value-chain partnerships.

In her valedictory address, Dr. B. Savitha encouraged the participants to strengthen FPOs, facilitate market access, promote value addition, help farmers use digital platforms and marketing

portals, and build partnerships among stakeholders, and expressed confidence that they would implement their back-home plans.

A total of 18 officers from Agriculture and Allied sectors of the client states participated. The programme was coordinated by Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad, under the guidance of Dr. B. Savitha, Director, EEI.

Off Campus Training Programmes

Drone Technologies in Agriculture

The Extension Education Institute (EEI), Hyderabad organized a five-day Off-Campus Training Programme on “Drone Technologies in Agriculture” for officers of the Department of Agriculture, Government of Telangana, at SAMETI, Hyderabad from 6th to 10th July, 2026. The training aimed to strengthen officers’ knowledge and practical competencies in drone-based precision agriculture, regulatory guidelines, operational procedures and safety protocols, so that they can promote drone adoption among farmers across Telangana.



Lighting of the lamp by Sri B. Narsimha Rao, Director, SAMETI

The inaugural session was attended by Sri B. Narsimha Rao, Director, SAMETI, and Sri K. Sudhakar Babu, ADA, SAMETI. Sri B. Narsimha Rao emphasized the importance of drone technology in modern agriculture and appreciated EEI for organizing the programme in collaboration with SAMETI. Dr. D. Shireesha, Course Coordinator, welcomed the participants and highlighted the objectives. An ice-breaking session with balloon and stress-ball activities followed.



Hands-on demonstration by Vyomic drones

The content included green technology for future agriculture, skilling opportunities in drones for rural youth, drone operation and hands-on training, the role of NABARD in strengthening FPOs through drones, pest and disease surveillance using drones, SOPs and safety guidelines for pesticide application, drone-based entrepreneurship and licence requirements, drone rules and policy, drone-based package of practices for wet direct-seeded rice, and GoI schemes. Hands-on demonstrations covered drone operation, calibration, flight planning and spraying.

Field visits were organized to the ARISA Lab, Rajendranagar; the Drone Academy, ARI Campus, PJTAU; and NIPHM, Rajendranagar.



Visit to ARISA Lab, Rajendranagar



The trainees found the expert lectures and live drone demonstrations highly relevant and appreciated preparing Back Home Action Plans for popularizing drone applications in their districts. In his valedictory remarks, Sri K. Sudhakar Babu, ADA, SAMETI, encouraged them to promote drones to enhance productivity and reduce input costs.



Visit to NIPHM, Rajendranagar

Twenty-six (26) officers from the Department of Agriculture, Telangana, attended the programme, which was coordinated by Dr. D. Shireesha, Assistant Professor, EEI.

Profitable Dairy Farming for Sustainable Livelihoods

The Extension Education Institute (Southern Region), Rajendranagar, Hyderabad, in collaboration with the State Management Institute of Livestock Entrepreneurship (SMILE), Visakhapatnam, organized a five-day Off-Campus Training Programme on “Profitable Dairy Farming for Sustainable Livelihoods” from 20th to 24th July 2026 at SMILE, Visakhapatnam, for officers of the Department of Animal Husbandry, Andhra Pradesh. The programme aimed to strengthen their technical, managerial and extension competencies in promoting profitable and sustainable dairy farming.

The programme commenced with the inaugural session, in which Dr. Y. Simhachalam, Chief Guest, delivered the presidential address and highlighted the importance of strengthening professional capacities for supporting dairy farmers.

The training covered dairy entrepreneurship, reproduction, health management, fodder production, silage and hay making, balanced feeding and ration formulation, leadership development, time and stress management, and Government of India schemes in the AH sector. Participants were also introduced to AI applications in Animal Husbandry, circular economy, traceability, the Swarna Andhra concept and proof of concept. Special emphasis was placed on promoting FPOs, dairy cooperatives and market linkages.

A field visit to Sri Prakash Dairy, Payakaraopeta, provided practical exposure to dairy farm management and enterprise practices

that could be adapted to the participants’ field situations.

The training enhanced participants’ understanding of scientific, profitable and sustainable dairy farming,



Participants of the training programme

while exposure to AI, circular economy and traceability broadened their view of future opportunities in the sector. At the valedictory session, Dr. Y. Simhachalam, Additional Director (AH), Department of Animal Husbandry, Andhra Pradesh, encouraged participants to adopt a more farmer-centric approach in advisory and extension services.

***Certificate distribution during valedictory***

29 participants attended the programme, which was coordinated by Sri B. Raja Madhushekar, Assistant Professor, EEI, under the guidance of Dr. M. Jagan Mohan Reddy, Director, EEI, as Course Director.

Digital Tools for Sericulture Extension

An off-campus training programme on “Digital Tools for Sericulture Extension” was organized by the Extension Education Institute (EEI), Hyderabad, at the Andhra Pradesh State Sericulture Research and Development Institute (APSSRDI), Hindupur, from 27th to 31st July 2026. The programme aimed to enhance the capacity of Sericulture Officers in applying digital technologies for technology transfer, farmer advisory services, disease diagnosis, decision support and marketing.

***Hands-on demonstration of Sukrishi Serikit spray at a mite-affected field***

The sessions covered digital solutions for technology transfer, digital tools in mulberry cultivation and disease diagnosis, geospatial technologies, decision support systems, e-marketing, GoI schemes, different silks, social media, mobile applications, web portals, expert systems and mobile-based advisory services, along with digital tools in the pre- and post-cocoon sectors and drone technology. Experts from APSSRDI, Central Silk Board, IIHR and UAS Bengaluru contributed.

***Lighting of the lamp by Dr. J. Seetharamulu, Director (FAC), APSSRDI, Hindupur***

The inaugural session on 27th July 2026 commenced with the lighting of the lamp, screening of the EEI film, an overview of EEI activities and orientation on the training schedule, followed by an ice-breaking session.

Participants visited silk reeling, processing and weaving units at Muddireddipalli, Hindupur, an innovative sericulture farmer's field at Upparpally, and reeling, twister and doubling units in the weavers' colony at Hindupur. At Mr. Jayaramappa's mite-affected mulberry field at Lepakshi Rural, Dr. Ambika, Entomologist, UAS Bengaluru, suggested the use of Sukrishi Serikit, a plant-extract-based biopesticide.

***Back-home planning***

The programme concluded with a participatory exercise on formulating digital tools in sericulture and back-home planning. Certificates were distributed to all participating officers at the valedictory function.

A total of 25 Sericulture Officers participated. The programme was conducted under the leadership of Dr. M. Jagan Mohan Reddy, Director, EEI, with Dr. Ch. Srilatha as Course Coordinator and Dr. J. Seetharamulu, Director (FAC), APSSRDI, as Host Institute Coordinator.

Strengthening of Farmer Producer Organizations in Livestock Sector

The Extension Education Institute, Hyderabad organized a five-day Off-Campus Training Programme on “Strengthening of Farmer Producer Organizations in Livestock Sector” for officers of the Department of Veterinary, Odisha, from 27th to 31st July 2026 at VOTI, Bhubaneswar. FPOs in the livestock sector are an emerging area; by giving farmers access to quality inputs, services and technologies and enabling collective marketing, processing and value addition, they help dairy farmers get better prices and market access.

***Inaugural session of the training programme***

During the inauguration, Dr. D. Srinivasa Reddy, Associate Professor and Course Coordinator, EEI, said that to raise the livestock sector's contribution to the country's GDP, dairy farmers must be engaged in supply and value chain management of dairy products, which calls for working closely with FPOs in the livestock sector.

***Trainees during the ice-breaking session with Dr. D. Srinivasa Reddy and Dr. Prakash Biswas, course coordinators***

The content covered an overview of FPOs in the Indian context, services offered and challenges faced by FPOs, the role of NABARD and financial institutions, preparation of business plans and DPRs, creation of QR codes for marketing livestock products, picture- and video-based Google Forms, development of websites for FPOs, extension strategies for strengthening FPOs, schemes of OUAT for FPOs in Odisha, the role of NGOs with a case study of Gram Utthan, market linkages and group dynamics in FPOs.

At the valedictory, it was emphasized that the next level of extension will come through on-boarding livestock FPOs, startups and agribusiness companies, and that veterinary extension officials should understand how to work with FPOs to increase technology adoption and farmers' net profits.



Dr. D. Srinivasa Reddy, Associate Professor, EEI and Course Coordinator delivering a session

In their feedback, participants said they had understood the factors behind effective functioning of FPOs in the dairy sector, and found the field visit and the Gram Utthan case study practical and relevant to other livestock FPOs.



Dr. Sarat Kumar Mishra, Joint Director, VOTI, with Dr. D. Srinivasa Reddy and Dr. Prakash Biswas

Twenty (20) middle-level veterinary officers of the Department of Veterinary, Odisha, attended. The programme was coordinated by Dr. D. Srinivasa Reddy, Associate Professor, EEI, Hyderabad, and Dr. Prakash Biswas, Assistant Director, VOTI, Bhuvaneshwar.

Strengthening of FPOs in Agriculture

The Extension Education Institute (Southern Region), Hyderabad, in collaboration with SAMETI (North), UAS Dharwad, organized a training programme on “Strengthening of FPOs in Agriculture” from 03rd to 07th August, 2026 for middle-level extension officers from Agriculture and allied sectors of South India. The programme focused on strengthening the capacity of extension functionaries to facilitate the formation, management, market linkage and long-term sustainability of Farmer Producer Organizations.

technology dissemination. An ice-breaking exercise on the first day built rapport among the trainees.



Trainees, faculty and coordinators with the chief guest Prof. N. Manjula, DE, UASD during the inaugural session

The inaugural programme was graced by Prof. N. Manjula, Director of Extension, UAS Dharwad, as the Chief Guest. She emphasized the importance of FPOs in strengthening farmers' collective action, improving bargaining power and connecting farmers with remunerative markets, and urged extension officers to facilitate sustainable farmer institutions rather than limit their role to



Dr. N. Hema Sarat Chandra, Coordinator, EEI and Prof. N. Manjula, DE, UASD distributing certificates during the valedictory session

Sessions covered the Route Map to Create a Successful FPO; FPO Business Model: From Farmer Group to Sustainable Enterprise; Strategies for Mobilizing Farmers; case studies of successful and unsuccessful FPOs; Group Dynamics in FPOs; Central and State Government Schemes; FPOs Managed by Women; and the Financial Ecosystem for FPOs. A simulation role play, “Collective Marketing in Action”, showed how aggregation, negotiation and market information influence farmers' bargaining power.

Participants visited successful FPOs such as Spoorti Raita FPCL and Boosiri millet-based FPO, interacted with agribusiness enterprises and buyers, and visited an export-oriented food processing industry to understand quality requirements, processing and market linkages.



Visit to successful FPOs such as Spoorti Raita FPCL and Boosiri millet-based FPO

At the valedictory session, Prof. N. Manjula emphasized that the success of FPO promotion depends not merely on formation and registration but on developing financially viable, professionally managed and farmer-owned enterprises.



Interaction session with participants at FPO

The programme was attended by 16 middle-level extension service providers from the Departments of Agriculture, Veterinary and Animal Husbandry, Horticulture, ATMA, etc., and coordinated by Dr. N. Hema Sarat Chandra, Assistant Professor, EEI, Hyderabad.

Communication Skills for Effective Extension Services

The Extension Education Institute (EEI), Hyderabad, organized a five-day off-campus training programme on “Communication Skills for Effective Extension Services” for officers of Animal Husbandry at the Veterinary Officers Training Institute (VOTI), Bhubaneswar, Odisha, from 3rd to 7th August 2026.

The programme commenced with registration, pre-evaluation, before-training evaluation and the inaugural session by Dr. M. Jagan Mohan Reddy, Director, EEI, followed by an ice-breaking exercise.



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

The sessions covered positive attitude for effective communication and leadership and personality development by Prof. Niraj Kumar, Dean, Rural Management, XIM; digital tools for effective communication; hands-on practice in non-verbal communication; public speaking skills; facilitation and feedback management for

effective documentation; ICT tools for documentation and report writing; conflict management and negotiation skills; interpersonal communication; emotional intelligence; effective communication strategies for professional success; soft skills; and Viksit Odisha for Viksit Bharat Vision 2036 & 2047 and the SDGs in the ARD sector.

Participants visited OCAC to see digital communication platforms in use, and Televets 1962 and AHL for hands-on exposure to digital communication tools.



Distributing certificates during valedictory programme

The programme concluded on 7th August with back-home planning, post-evaluation, after-training evaluation and the valedictory session.

The programme was coordinated by Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad, and Dr. Sandigdha Senapati, Assistant Director, VOTI, Bhubaneswar.



Work Life Balance for Personal and Professional Excellence

A training programme on “Work Life Balance for Personal and Professional Excellence” was organized by EEI, Hyderabad, in collaboration with SAMETI, Telangana, from 11th to 14th August, 2026 for officers of the Department of Agriculture, Telangana, with the objective of enhancing their personal effectiveness, emotional well-being, professional ethics and work-life balance.



Inaugural session at SAMETI, Hyderabad

The inaugural session was graced by Dr. M. Yakadri, Director of Extension, PJTAU, Dr. M. Jagan Mohan Reddy, Director, EEI, and Shri B. Narasimha Rao, Additional Director of Agriculture. The programme commenced with registration, pre-training evaluation, training need assessment and an ice-breaking session.



Visit to Brahma Kumaris

The sessions covered Professionalism in Values and Work Ethics, Emotional Well-being at Work, Stress-Free Living, Meditation for Excellence in Life, Workplace Ethics, Personal Effectiveness and Teamwork, Time Management and Value-Driven Goal Setting, and Work-Life Balance for Field Functionaries. Experts from EEI, PJTAU, Brahma Kumaris and the Centre for

Organization Development delivered the sessions through discussions, brainstorming and experiential activities.

The trainees visited the Brahma Kumaris Academy for a Better World, Shanthi Sarovar, Gachibowli, and took part in sessions on stress-free living, emotional well-being, meditation and inner balance.



Back-home planning

A brainstorming session on Work-Life Balance and Back Home Planning helped participants identify practical strategies for their work environments. The trainees reported that the programme gave them useful strategies for managing work pressure and maintaining work-life balance. At the valedictory session, Shri K. Sudhakar Babu, ADA, SAMETI, stressed translating the learning into professional practice.



Certificate distribution

20 officers attended the programme, which was coordinated by Dr. Ch. Srilatha, Associate Professor, EEI, with Shri K. Sudhakar Babu, ADA, and Smt. P. Sumalatha, AO, SAMETI.



Leadership and Personality Development Skills for Extension Professionals

The Extension Education Institute (EEI), Hyderabad, organized a four-day training programme on “Leadership and Personality Development Skills for Extension Professionals” for officers of the Department of Animal Husbandry, Telangana State, at EEI, Hyderabad, from 11th to 14th August, 2026. The programme focused on strategic leadership, AI-driven leadership, time and mind management, positive attitude, work ethics, mindfulness and value-based leadership.

The inaugural session was graced by Dr. M. Yakadri, Director of Extension, PJTAU, and Dr. M. Jagan Mohan Reddy, Director, EEI. Dr. M. Yakadri emphasized dynamic leadership, positive attitude, innovation and continuous capacity building, while Dr. M. Jagan Mohan Reddy encouraged participants to apply the skills gained in their organizations.

The programme covered Leadership and Personality Development Skills, Time Management, Strategic Leadership, Driving Innovation and Creativity, Positive Attitude, Interpersonal Skills, Mind Management, Work

Ethics and Work-Life Balance, Mindfulness and Value-Based Leadership, and hands-on use of digital applications for professional effectiveness, followed by back-home planning and blog orientation.

Participants visited the Art of Living – Manasa Ganga Ashram, where a session on mindfulness and value-based leadership was conducted.

The participants said the programme enhanced their confidence, leadership abilities and professional effectiveness. In the valedictory address, Dr. M. Jagan Mohan Reddy urged them to emerge as effective change agents. Dr. Swapna, Veterinary Assistant Surgeon, SVHRDI, also attended, and Ms. Sowmya Mandarapu, Food Scientist and Entrepreneur, was felicitated as part of the International Year of the Woman Farmer (IYWF) 2026.

The training was attended by 18 officers of the Department of Animal Husbandry, Telangana, and coordinated by Dr. D. Shireesha, Assistant Professor, EEI, under the guidance of Dr. M. Jagan Mohan Reddy, Director, EEI.

Animal Welfare Rules and Regulations for Veterinarians

The Extension Education Institute (Southern Region), Hyderabad, organized a five-day Off-Campus Training Programme on “Animal Welfare Rules and Regulations for Veterinarians” at the Karnataka Veterinary Council, Hebbal, Bengaluru, from 17th to 21st August 2026. The programme aimed to enhance veterinarians’ understanding of animal welfare legislation and their capacity to apply it in the prevention of cruelty, wildlife management and animal population management.

The inaugural session was graced by Dr. P. Srinivasu, Director, Animal Husbandry & Veterinary Services and Member Secretary, Karnataka Animal Welfare Board, as the Chief Guest, with Dr. B. P. Shankar, President, Karnataka Veterinary Council, and Dr. B. Prasanna Kumar, Additional Director (Extension & Training), as Guests of Honour. Dr. P. Srinivasu emphasized humane treatment of animals and the role of veterinarians in implementing welfare regulations. An ice-breaking exercise with ball and balloon-based games followed.



Dr. P. Shiva Kumar, Coordinator, EEI and Dr. B. P. Shankar, President, KVC addressing participants at the inaugural session

The training covered animal welfare education and research in India, animal welfare and sustainable livestock production, the Prevention of Cruelty to Animals Act, 1960, Slaughter House Rules, 2010, wildlife anaesthesia and rescue operations, Dog Breeding and Marketing Rules, 2017, Pet Shop Rules, 2018, AWBI and KAWB guidelines, the



Wild Life (Protection) Act, 1972, Transportation and Case Property Rules, Animal Birth Control Rules, 2023, and case-based exercises.

Participants visited Charlie's Animal Rescue Centre (CARE) for exposure to animal rescue, rehabilitation, shelter management, adoption services and Animal Birth Control practices.



Certificate distribution during the valedictory function

In their action plans, participants proposed training fellow veterinarians and field staff on animal welfare laws, creating awareness among farmers, local bodies and schools, and guiding local authorities on their roles. Dr. P. Srinivasu distributed certificates at the valedictory session.

A total of 20 officers from the Animal Husbandry Department of Karnataka participated. The programme was coordinated by Dr. P. Shiva Kumar, Assistant Professor, EEI, and Dr. B. P. Shankar, President, Karnataka Veterinary Council, under the direction of Dr. M. Jagan Mohan Reddy, Director, EEI.

Digital Technologies in Supply and Value Chain Management

The Extension Education Institute (Southern Region), Hyderabad, in collaboration with SAMETI, Puducherry and Perunthalaivar Kamaraj Krishi Vigyan Kendra (PKKV), Puducherry, organized an Off-Campus Training Programme on "Digital Technologies in Supply and Value Chain Management" from 18th to 22nd August, 2026 at PKKV, Puducherry, for officers of the Department of Agriculture and allied sectors.

The training started with the inaugural programme on 18th August 2026, in which Dr. K. Murugavel, Dean, Rajiv Gandhi Institute of Veterinary Education and Research (RIVER), Puducherry, attended as Chief Guest and delivered the presidential address, along with Dr. S. Ravi, PC, PKKV, Sri B. Raja Madhushekar, Assistant Professor, EEI, and Dr. J. Sivasubramanian, DD, SAMETI.

Themes included emerging trends in digital agriculture; precision farming; AI, robotics, digital twins, blockchain, IoT and predictive analytics; remote sensing, GIS and satellite applications; drones; digital technologies for

climate-resilient supply chains and major value chains; government digital initiatives; and social media for technology dissemination. A dedicated session on developing a Digital Supply/Value Chain Action Plan helped participants translate learning into field action.

Participants visited the Puducherry Organic Farmer Producer Company, Aranganur, to understand digital marketing chains in FPOs, and the Pondicherry Co-operative Milk Producers Union Ltd., Kurumbapet, for exposure to digitally enabled processing and marketing systems.

The programme concluded with a valedictory session on 22nd August 2026, at which Dr. R. Sankar, Dean, PAJANCOA&RI, Karaikal, was the Chief Guest.

20 officers attended. Sri B. Raja Madhushekar, Assistant Professor, EEI, served as Course Coordinator under Dr. M. Jagan Mohan Reddy, Director, EEI, as Course Director, with Dr. S. Ravi and Dr. J. Sivasubramanian as host-institute coordinators.

Communication and Documentation Skills for Extension Professionals

The Extension Education Institute (Southern Region), PJTAU, Hyderabad, conducted an off-campus training programme on "Communication and Documentation Skills for Extension Professionals" at SAMETI,

Thiruvananthapuram, Kerala, from 07th to 11th September 2026 for middle-level officers of the agricultural extension system. The programme focused on strengthening communication, interpersonal, documentation and digital skills.



Inaugural session at SAMETI, Thiruvananthapuram

The programme commenced with registration, inauguration, course briefing and pre-evaluation. The inaugural session was graced by Sri P. Raghavendra, Director, SAMETI, who motivated the trainees to immerse themselves in the training and contribute more to their departments. In the ice-breaking session, trainees were randomised into groups and given materials and a raw egg for the egg-drop activity, which energised every participant.



Hands-on experience of content creation at Digital University, Thiruvananthapuram

The sessions covered motivation and communication skills, communication strategies for professional excellence, public speaking, leadership and personality development, interpersonal skills, AI in content creation, types of documentation and report writing, and hands-on practice with ICT tools. Negotiation skills were addressed through role play, followed by

facilitation and feedback management, soft skills and emotional intelligence.

Participants visited Digital University, where they had hands-on experience of content creation in a digital institutional environment.



Interactive communication training activity

The programme concluded with back-home planning, post-training evaluation and the valedictory session. It brought together communication, behavioural, documentation and digital competencies in a practice-oriented format relevant to the day-to-day work of extension professionals.



Feedback on training by the participants

18 middle-level officers (Agricultural Officers /Assistant Directors) participated. The programme was coordinated by Dr. N. Hema Sarat Chandra, Assistant Professor, EEI-Hyderabad, with Smt. Padmakumari M, Deputy Director of Agriculture, SAMETI, as local coordinator.



Extension Methodologies for Agripreneurs for Effective Outreach

The Extension Education Institute, Hyderabad, in association with the Directorate of Extension Education, TNAU, Coimbatore, organized a training programme on “Extension Methodologies for Agripreneurs for Effective Outreach” from 7th to 11th September 2026 for faculty members of agricultural extension in Tamil Nadu.

During the inauguration, Dr. D. Srinivasa Reddy, Associate Professor and Course Coordinator, EEI, said that agripreneurship is the need of the hour as the job market for agricultural graduates is shrinking, and that agricultural graduates need to become job providers rather than job seekers, for which extension professionals must be equipped with new methodologies. Dr. N. Anandaraja, Professor and Head (Training Division), DoEE, TNAU, emphasized the soft skills extension professionals need to build an entrepreneurial ecosystem in agricultural universities.



Dr. N. Anandaraja, Professor and Head (Training Division), DoEE, TNAU, local course coordinator

The content covered agripreneurship ideas and opportunities, agri-knowledge information

for agripreneurs, digital extension and digital marketing platforms for agri products, the incubation environment for agripreneurs, grassroots-level entrepreneurship experience, Tamil Nadu startup ecosystem policies and schemes, gender equality and social inclusion in agripreneurship, the role of FPOs in enhancing farmers' income, business plans and export opportunities, and marketing initiatives of the Tamil Nadu Government. Participants visited ABIS, TNAU's initiative on food-processing-based entrepreneurship, the Technology Business Incubator, TNAU, COXBIT, and the Ramasamy Chinnammal Trust.



Visit to Technology Business Incubator, TNAU

The valedictory session was graced by Dr. P. P. Murugan, Director of Extension Education, TNAU, Coimbatore, who urged the participants to promote agripreneurship and build these skills among students.

A total of 20 faculty members of agricultural extension, Tamil Nadu, participated and expressed a high level of satisfaction with the programme. The programme was coordinated by Dr. D. Srinivasa Reddy, Associate Professor, EEI, Hyderabad, with Dr. N. Anandaraja, TNAU, as local course coordinator.

Soft Skills for Personal and Professional Excellence

The Extension Education Institute (Southern Region), Hyderabad, in collaboration with the Dairy Development Department and Dairy Training Centre, Kottayam, Kerala, organized a five-day Off-Campus Training Programme on “Soft Skills for Personal and Professional Excellence” for officers of the Dairy Development Department from 15th to 19th September 2026.

The programme was inaugurated on 15th September 2026 with Smt. Betty Joshua, Principal, Dairy Training Centre, Kottayam, as the Chief Guest, who delivered the presidential address along with the Course Coordinator. An ice-breaking session helped the trainees feel relaxed and fostered a friendly learning environment.



The training was designed to strengthen leadership, communication, interpersonal skills, emotional intelligence, problem-solving, conflict management and negotiation. It covered Agile and Strategic Leadership, non-verbal communication, Emotional Intelligence, Digital Skills, time management, team building, public speaking and stress management. Practical sessions included the Fish Bowl Technique, the Johari Window exercise, leadership and communication games and preparation of Individual Development Plans, through presentations, breakout sessions, brainstorming and group assignments.



During field visit

A field visit was organized to interact with dairy entrepreneur Murali Nair, CEO, AAMRO, and successful dairy farmer Bijju Thomas, giving participants exposure to dairy enterprise development.

Personality Development Skills for Professional Excellence

The Extension Education Institute, Hyderabad organized an off-campus training programme on “Personality Development Skills for Professional Excellence” at the National Institute of Fisheries Administration and Management, Aluva, Kerala, from 15th to 19th September, 2026. The programme aimed to enhance participants’ competencies for effective professional performance, personal development, responsible digital practices and continuous professional development.

The inaugural session was graced by Smt. Viji Raj L., Joint Director of Fisheries (Training), Aluva, and Sri Salim H., Joint Director of Fisheries (Inland) and Executive Director, SAF, who stressed strengthening the capacities of fisheries officials through practical and participatory approaches. An ice-breaking session with ball and balloon-based activities, name memorisation and peer introductions encouraged interaction and teamwork.

The programme emphasized back-home planning and translating training outcomes into workplace practice, followed by post-training evaluation and a valedictory session.



Certificate distribution during the valedictory

20 dairy extension officers and managers from different locations across Kerala participated. The programme was coordinated by Sri B. Raja Madhushekar, Assistant Professor, EEI, Hyderabad, along with Smt. Betty Joshua, Principal, Dairy Training Centre, Kottayam.

The content covered Personality Development and Self-Awareness, Communication and Presentation Skills, Leadership, Team Building and Interpersonal Skills, Emotional Intelligence, Managerial Decision-Making, Time and Mind Management, Work Ethics and Work-Life Balance, Problem-Solving, and Digital Professionalism, with a case-based decision-making exercise, group discussions and brainstorming.



Certificate distribution during the valedictory



Participants visited Rajagiri College of Management, Kakkanad, where Ms. Thara Irine George spoke on “Speak, Connect, Balance – The Psychology of Work-Life Harmony” and Ms. Hitha P.S. conducted “Beyond Stress: Building Resilience for Peak Performance”.

In back-home planning, participants planned to apply effective communication, delegation, time management and team building, conduct meetings and trainings for field staff and farmers, and adopt stress management and work-life balance practices. At the valedictory session, Smt. Viji Raj L. appreciated their active participation.

A total of 20 middle-level extension officers of the Fisheries Department of Kerala participated.



Participants during the programme

The programme was coordinated by Dr. P. Shiva Kumar, Assistant Professor, EEI, and Dr. B. Savitha, Director, EEI, Hyderabad.

Smart Farming Technologies in Horticulture

The Extension Education Institute (Southern Region), Hyderabad, organized an Off-Campus Training Programme on “Smart Farming Technologies in Horticulture” from 21st to 25th September, 2026 in Tamil Nadu for middle-level extension officers of the Department of Horticulture. Smart farming technologies such as IoT sensors, automated irrigation and smart greenhouses improve resource efficiency, provide real-time data on crop health and soil conditions, and help protect high-value horticultural crops from climate volatility.

During the inauguration, Smt. P. Maragatham, Joint Director of Horticulture, stated that the programme was designed to bridge the gap between traditional cultivation and technology-driven smart farming. The ice-breaking “Caterpillar Balloon Walk”, in which participants walked in a line holding balloons between them without using their hands, brought out the themes of interdependence and teamwork.



Dr. N. Praveen, Professor, EEI and Smt. Jaya Laxmi addressing participants during the valedictory

The programme covered prospects and challenges of smart farming in horticulture, geospatial technologies, precision weed management, mechanization, AI-driven pest and disease detection, site-specific nutrient management, smart irrigation, fertigation and sensors, drones in horticulture, extension strategies and GoI schemes for promoting smart farming, and hands-on creation of digital tools for dissemination, followed by back-home planning.

Participants visited Continuum Hydroponics, Kotagiri, and Cherri Berry Farm, Coonoor, in the Nilgiris, where they compared soil-less automated hydroponic systems with high-value berry cultivation.



Distribution of certificates during the valedictory

Interventions in Organic Farming for Sustainable Agriculture

The Extension Education Institute (Southern Region), PJTAU, Hyderabad, organized an off-campus training programme on “Interventions in Organic Farming for Sustainable Agriculture” at the Directorate of Extension Education, Tamil Nadu Agricultural University (TNAU), Coimbatore, from 21st to 25th September 2026. The five-day programme combined technical sessions, hands-on learning, field exposure and institutional visits on organic farming and sustainable agricultural practices.



Group photo of the trainees and coordinators

The programme commenced on 21st September with registration, briefing, coordination and an ice-breaking session. The opening session involved Dr. P. P. Murugan, Director of Extension Education, TNAU, and Dr. N. Hema Sarat Chandra, Assistant Professor, EEI.



Interactive classroom sessions

In her valedictory address, Smt. Jaya Laxmi recalled the field visits and encouraged participants to use the new ideas to promote modern horticulture. The participants found the programme informative and practical, and said the sessions and field visits helped them understand modern horticultural technologies better.

A total of 25 middle-level extension officers of the Department of Horticulture, Tamil Nadu, participated. The programme was coordinated by Dr. N. Praveen, Professor, EEI, and Dr. B. Savitha, Director, EEI, Hyderabad.

Sessions covered weed management through organic farming, hands-on organic input preparation and production, package of practices and integration of farm enterprises, farm-waste recycling and composting, natural farming techniques, organic production of horticultural crops, management of insects, pests, diseases and nematodes, nutrient and soil health management, the role of biofertilizers, an overview of organic agriculture and organic certification mechanisms.

The third day provided field exposure through visits to organic farmers' fields, where participants observed organic practices under field conditions. On the fourth day, participants visited a Central Farm for vermicompost production.



Hands-on experience in preparation of organic inputs

A wrap-up session and feedback activity consolidated the learning. The programme concluded with the valedictory programme involving Dr. N. Hema Sarat Chandra, Dr. N. Anandaraja and Dr. C. Cynthia Fernandez. The combination of classroom sessions, hands-on training, field exposure and institutional visits made the programme strongly practice-oriented.



Visit to an organic farmer's field

A total of 20 officers participated. The course coordinators were Dr. N. Anandaraja, Dr. N. Hema Sarat Chandra, Dr. C. Sivakumar, Dr. C. Cynthia Fernandez and Dr. M. Senthilkumar.

Digital Applications for Effective ToT in Agriculture

The Extension Education Institute, Hyderabad organized a training programme on “Digital Applications for Effective ToT in Agriculture” from 21st to 25th September 2026 at SAMETI, Kudumiyamalai, Tamil Nadu, for Agricultural Officers of Tamil Nadu.



Dr. D. Srinivasa Reddy, Associate Professor, EEI and Course Coordinator addressing the trainees at the inaugural session

During the inauguration, Dr. D. Srinivasa Reddy, Associate Professor and Course Coordinator, EEI, said that digital application is the need of the hour in the present AI context. Dr. Appasmandri, Agricultural Officer, SAMETI, Kudumiyamalai, welcomed the trainees, and Mrs. S. Kanimozhi, ADA, SAMETI, chaired the inaugural session. An ice-breaking session followed.



Women trainees during the visit to NOVA Aerospace, Pudukottai

The content covered hands-on video editing and poster and video making with mobile and web applications; precision farming and automated irrigation; remote sensing and GIS for precision ToT; facilitation and feedback management; digital solutions for better prices and marketing of farm produce; drone basics, SOPs and field demonstration; automatic weather stations and agromet advisories; irrigation automation; Generative and Agentic AI for smart alerts, automated workflows and extension management; internet-enabled farming; agri-robotics; digital delivery of government and cooperative inputs; Bharat Vistara and other digital solutions; and responsible digital adoption.

***Visit to Mobitech, AI-based smart-irrigated coconut orchard, Pudukottai District***

Participants visited NOVA Aerospace, Pudukottai, a remote pilot training organisation, and Mobitech, an AI-based smart-irrigated coconut orchard in Pudukottai District.

***Group photo of the trainees***

A total of 20 Agricultural Officers participated and expressed overwhelming satisfaction with the way the programme was organized and the knowledge and skills imparted. The programme was coordinated by Dr. D. Srinivasa Reddy, Associate Professor, EEI, Hyderabad.

Training Management Skills for Effective Livestock Extension Delivery

An off-campus training programme on “Training Management Skills for Effective Livestock Extension Delivery” was organized by the Extension Education Institute (EEI), Hyderabad, for officers of the Department of Veterinary and Animal Husbandry, Telangana, from 28th September to 1st October 2026. The programme aimed to strengthen the competencies of livestock extension officers in training management, communication, digital extension, livestock production technologies and farmer-oriented extension services.

The programme commenced with registration, before-training evaluation and pre-evaluation, followed by the inauguration and an ice-breaking session. Dr. B. Savitha, Director, EEI, addressed the participants at the inauguration.

***Dr. B. Savitha, Director, EEI, addressing the participants during the inauguration***

The technical sessions covered Sustainable Fodder Production for One Health, Presentation Skills and Techniques, Management Games, Supply Chain Management of Livestock Products, Novel Feeds versus Non-Conventional Feeds, Digital and Innovative Approaches for Effective Extension Delivery, and Training Need Assessment, Design and Impact Evaluation. Experts from the College of Veterinary Science, EEI, ICAR-NAARM, the Department of Animal Nutrition and NIRD&PR contributed.

**Visit to the Electronic Wing, PJTAU**

Participants visited the Electronic Wing, PJTAU, for hands-on experience in preparing video jingles and digital extension content, and SIDS Farms, Shamshabad, for exposure to scientific management of livestock enterprises, fodder production, farm processing and quality testing.

The management games and practical activities strengthened participants' skills in

team building, problem-solving, decision-making and facilitation. The programme concluded with back-home planning, post-evaluation, participant feedback and the valedictory function, at which certificates were distributed.

**Back-home planning**

The programme was conducted under the leadership of Dr. B. Savitha, Director, EEI, with Dr. Ch. Srilatha, Associate Professor, EEI, as Course Coordinator and Dr. Madhusudhan Goud, Assistant Director (AH), SVHRDI, Hyderabad, as Host Institute Course Coordinator.

Collaborative Training Programmes**Supply Chain Management in Agriculture and Allied Sectors**

A collaborative training programme on "Supply Chain Management in Agriculture and Allied Sectors" was organized by the Extension Education Institute (EEI), Hyderabad, with MANAGE, Rajendranagar, from 3rd to 6th June 2026 for middle-level extension officers of the South Indian states. The programme aimed to strengthen their knowledge and skills in managing efficient, resilient and market-oriented supply chains.

The inaugural session was graced by Dr. M. Yakadri, Director of Extension, PJTAU, Dr. M. Jagan Mohan Reddy, Director, EEI, and Dr. K. C. Gummagolmath, MANAGE. It highlighted the role of efficient supply chains in reducing post-harvest losses, improving market access, promoting value addition and enhancing farmers' income.



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

**Visit to SIDS Farms**

The technical sessions covered resilient agri supply chains during distress situations, enterprise solutions for sustainable supply chains, export-oriented supply chain management, climate-smart agripreneurship,



resilient supply chains for enhancing farm profits, Government of India schemes and extension strategies for strengthening supply chains, with discussions, assignments and participant presentations.

Participants visited SAM Agritech, Medchal, for exposure to processing, value addition and quality management, and SIDS Farms, Shamshabad, to understand integrated farm management and supply-chain linkages.



Back-home planning

At the valedictory session, attended by Dr. M. Jagan Mohan Reddy, Director, EEI, participants shared their key learnings and were encouraged to apply them in strengthening agricultural supply chains.



Certificate distribution

A total of 17 participants attended. The programme was coordinated by Dr. Ch. Srilatha, Associate Professor, and Sri B. Raja Madhushekar, Assistant Professor, EEI, Hyderabad.

Capacity Building Programme on Monitoring and Evaluation in Agriculture

The Extension Education Institute (EEI), Hyderabad, in collaboration with MANAGE, organized a Capacity Building Programme on Monitoring and Evaluation in Agriculture for middle-level extension officers of the South Indian states from 09th June to 02nd July, 2026 at EEI, Hyderabad. The programme aimed to strengthen participants' understanding of M&E concepts, tools and methodologies and to build practical skills in evidence-based decision-making.

The inaugural programme was graced by Dr. M. Yakadri, Director of Extension, PJTAU, who highlighted the importance of strengthening M&E capacities. Dr. M. Jagan Mohan Reddy, Director, EEI, emphasized evidence-based decision-making, and Dr. P. Kanaka Durga, Assistant Director (M&E), MANAGE, stressed the role of modern M&E tools. The ice-breaking exercise ran in three rounds: self-introduction, introducing the person who threw the ball, and presenting an unfamiliar partner's background.



Dr. M. Jagan Mohan Reddy, Director, with the course coordinators addressing participants at the inaugural event

The content covered M&E concepts and types; Participatory M&E using PRA tools with hands-on problem-tree analysis; hands-on digital M&E; GIS applications in programme M&E; the leadership perspective of M&E; simple techniques for programme evaluation; PERT and CPM for monitoring; Kirkpatrick's model of evaluation and behavioural insights; and data processing, analysis and report writing.

Field visits were organized to the Akshaya Patra Mega Kitchen, Narasingi, and the Telangana State Seed and Organic Certification



Authority (TSSOCA), Nampally, for exposure to large-scale food service operations, quality assurance and seed and organic certification.



Distribution of certificates to participants in the valedictory session

Participants found the hands-on sessions on PRA tools, digital M&E, PERT/CPM and evaluation models highly relevant. The valedictory session was presided over by Dr. M. Jagan Mohan Reddy, who encouraged them to promote evidence-based decision-making in their organizations.

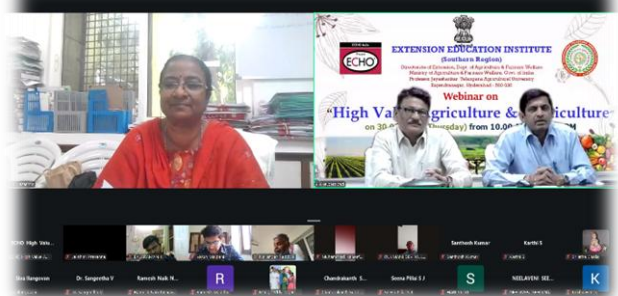
Nineteen (19) officers of Agriculture, Horticulture, Fisheries, Sericulture and Soil & Water Conservation Departments of Andhra Pradesh, Karnataka, Tamil Nadu, Kerala and Odisha attended. The programme was coordinated by Dr. N. Hema Sarat Chandra and Dr. P. Shiva Kumar, Assistant Professors, EEI, and Dr. P. Kanaka Durga, Assistant Director (M&E), MANAGE.

Webinars

ECHO – High Value Agriculture & Horticulture

The Extension Education Institute (EEI), Hyderabad, organized a webinar on “ECHO – High Value Agriculture & Horticulture” on 30th July 2026, from 10:00 AM to 1:00 PM.

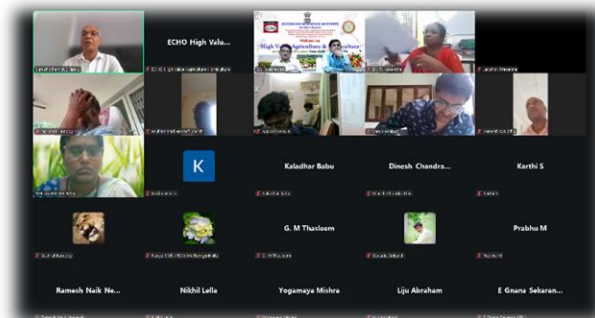
Dr. R. Vasantha, Professor, EEI, welcomed the participants, and Dr. M. Jagan Mohan Reddy, Director, EEI, spoke about the webinar, followed by introductory remarks from officers of PJTAU and the Government of India.



Dr. M. Jagan Mohan Reddy, Director, EEI, Dr. R. Vasantha, Professor, EEI and Dr. A. Kiran Kumar, Director, TSOCA, Hyderabad

addressing participants during the inaugural programme

Shri Purushotham Rudraraju, Food and Agribusiness Consultant, Hyderabad, spoke on “Smart Value Chains for Smallholders: Making Emerging Technologies Work for Farmers”, and Dr. A. Kiran Kumar, Director, TSOCA, Hyderabad, spoke on “Smart Technologies and High Value Horticulture”. The webinar concluded with a vote of thanks by Dr. R. Vasantha.



Participants during training programme

ECHO – Extension Strategies for Bridging Yield Gaps in Pulses & Oilseeds

The Extension Education Institute (EEI), Hyderabad, organized a webinar on “ECHO – Extension Strategies for Bridging Yield Gaps in Pulses & Oilseeds” on 28th August 2026, with the objective of sensitizing extension professionals and stakeholders on innovative technologies, improved production practices and

effective extension strategies for enhancing the productivity of pulses and oilseeds.

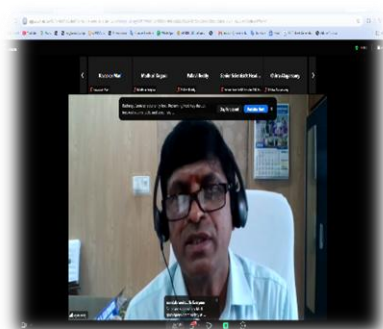
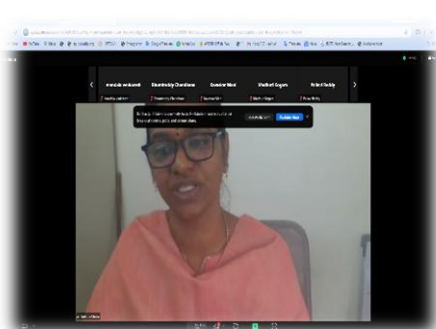
The programme commenced with an introduction by Dr. Ch. Srilatha, Associate Professor, EEI, followed by introductory remarks by Dr. M. Jagan Mohan Reddy, Director, EEI. Officers from PJTAU and the Government of India participated.



The first technical session was delivered by Dr. G. P. Dixit, Director, ICAR-Indian Institute of Pulses Research (ICAR-IIPR), Kanpur, who highlighted the role of improved technologies and technology-enabled extension in raising productivity, profitability and resource-use efficiency. The second session, by Dr. R. K. Mathur, Director, ICAR-Indian Institute of Oilseeds Research (ICAR-IIOR), Hyderabad, on "Strategies for Bridging Yield Gaps in Oilseeds",

focused on identifying productivity gaps, adoption of improved varieties, efficient input management and location-specific extension strategies.

The discussions reinforced the importance of technology transfer, digital extension, farmer advisories and convergence among research, extension and farming communities. The programme concluded with a vote of thanks by Dr. Ch. Srilatha.



Dr. M. Jagan Mohan Reddy, Director, EEI, Dr. Ch. Srilatha, Assoc. Professor and Dr. G. P. Dixit, Director, ICAR-Indian Institute of Pulses Research (ICAR-IIPR), Kanpur addressing participants during the webinar

Other Activities of EEI

Rythu Mungitlo Shastravethalu

All faculty members of EEI, Hyderabad participated in Rythu Mungitlo Shastravethalu, a mega extension and farmer awareness campaign held in Telangana from 27th April to 23rd May 2026. Organized by Professor Jayashankar Telangana Agricultural University (PJTUAU) in collaboration with the State Department of Agriculture, the campaign sent teams of scientists and officials directly to villages.



EEI-Hyderabad faculty interacting with farmers at village level during RMS-2026

The teams educated farmers on modern, sustainable practices, emphasizing reduction of input costs through limited urea use and conservation of resources such as irrigation water. The campaign encouraged crop diversification towards pulses, oilseeds and vegetables alongside paddy, and promoted environmental protection through organic farming methods and tree planting.



EEI-Hyderabad faculty interacting with farmers at village level during RMS-2026

**Khet Bachao Abhiyan**

EEI, Hyderabad conducted a series of village-level interactions with farmers under Khet Bachao Abhiyan, a nationwide campaign launched by the Ministry of Agriculture and Farmers Welfare to improve soil health and promote sustainable farming, from 1st to 30th June 2026.



EEI-Hyderabad faculty interacting with farmers during Khet Bachao Abhiyan



EEI-Hyderabad faculty interacting with farmers during Khet Bachao Abhiyan

The interactions created awareness on climate-resilient practices, judicious use of inputs, soil health management, water conservation, crop diversification and efficient use of farm resources, and discussed practical measures for reducing cultivation costs and improving farm profitability. They provided a platform for farmers, village representatives, agricultural experts and field officials to discuss local agricultural issues and solutions.

Brainstorming Session on Farmer Income Security Measures and Alternative Strategies

A brainstorming session on “Farmer Income Security Measures and Alternative Strategies” was organized at EEI, PJTAU, on 23rd June 2026 under the chairmanship of Prof. Aldas Janaiah, Vice Chancellor, PJTAU. Forty participants, including PJTAU faculty and representatives of farmers, FPOs and farmer organizations, took part.



Hon'ble Vice Chancellor Prof. Aldas Janaiah addressing the gathering

The deliberations covered crop diversification, integrated farming, reduction of input costs, market linkages, remunerative prices, direct marketing, MSP support for diversified crops, value addition and processing,

quality inputs and seeds, natural resource management, strengthening FPOs/FPCs and rural entrepreneurship. Participants stressed the need to shift from a yield-oriented system towards a demand-driven, quality-oriented agricultural system.



Group photo of the stakeholders

The session was attended by Dr. M. Yakadri, Director of Extension; Dr. M. Balram, Director of Research; Dr. M. Jagan Mohan Reddy, Director, EEI; and all EEI faculty, along with Sri Sarampally Malla Reddy, Vice-President, AIKS, Telangana; Sri Jayapal Reddy, Chairman, FPOs Association of Telangana; Sri Aribandi Prasad Rao, Vice-President, Telangana Rythu Sangam; and Sri P. Narendar Reddy, Vice-President, TDF Jaikisan.



Director

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