



In this issue...

ECHO Online On campus Training Programmes

Promotion of Natural farming in Agriculture and Allied sectors	2
Leadership Development for Extension Professionals	3
Women Empowerment towards Sustainable Development Goals in agri and allied sectors	4
Personality Development for Professional Communication in Agri and Allied sectors	5
Farm Journalism for Effective Transfer of Technology	6
Human Resource Development for Personal and Professional Excellency	7
Innovative Training Methods for Master Trainers and Facilitators	8
Supply chain management for Profitability in Agri and Allied sectors	9
Capacity Building of Extension Functionaries to meet Emerging Challenges in Fisheries Sector	11

ECHO Online Training programmes

Work Ethics and Work life balance for Field Functionaries	12
Managerial Skills for Organizational Excellence	12
Promotion of Bee keeping	13
Testing and Certification Procedures for Organic Agriculture	14

Collaborative Training Programmes

Promotion of Farmers Producer Organizations in agri and allied sectors	15
Extension for Climate Resilient Agriculture	16

Webinars

Food Safety Standards in Agri and Allied sectors	17
Practices for Sustainable Forestry Sector	18
Role of Women Entrepreneurs in Transforming Agriculture a celebration of Mahila Kisan Diwas - 2024	20

Director's Desk

Science of Training



The Science of training encompasses the systematic study and application of learning principles to design, deliver, and evaluate training programs, aiming for optimal learning outcomes and improved performance.

The science of training draws on various learning theories, including those related to cognitive psychology, social learning, and adult learning, to understand how people learn and retain information.

A crucial first step in application of principles of science of training is conducting a thorough needs analysis to identify the specific skills, knowledge, and behaviors that employees need to acquire or improve. Later, designing a training program, this involves creating a structured and engaging training program based on the identified needs, incorporating effective instructional methods, and using appropriate technologies. Further, the training delivery focuses on how the training is presented, ensuring active participation, providing opportunities for practice, and offering timely feedback. Assessing the effectiveness of the training program is essential to determine if it has achieved its objectives and to identify areas for improvement. Ensuring that what is learned in the training program is actually applied on the job is a key consideration, requiring strategies to facilitate the transfer of knowledge and skills. The science of training considers the broader organizational context, including the culture, leadership, and resources available to support training initiatives.

The Science-based approach to training offers improved learning outcomes, enhanced performance, increased employee engagement, reduced training costs, evidence-based decision-making etc.

The training and development activities allow organizations to adapt, compete, excel, innovate, produce, be safe, improve service, and reach goals. Organizations understand that training help them to remain competitive by continually educating their workforce. They understand that investing in their employees yields greater results. However, training is not as intuitive as it may seem. There is a science of training that shows that there is a right way and a wrong way to design, deliver, and implement a training program. The research on training clearly shows two things: (a) training works, and (b) the way training is designed, delivered, and implemented matters.

Scientific training within organizations involves equipping employees with the knowledge, skills, and attitudes (KSAs) necessary to perform their roles effectively, often through structured learning programs that leverage scientific principles and best practices in training and development.

Extension Education Institute, Hyderabad continuously engaged in offering training programmes to its client departments of Southern States and Union Territories designed based on the science involved in training programmes.

mjagmoh

(Dr. M. Jagan Mohan Reddy)

Director, EEI, Hyderabad



ECHO Online On campus Training Programmes

Promotion of Natural farming in Agriculture and Allied sectors

Natural Farming is a disruptive farm practice addressing major concerns of farmers such as rising cost of production, climate change and ill effects of indiscriminate use of chemicals on human and animal health. It envisages regenerative agriculture approach under which the use of any kind of chemicals in crop raising is prohibited. It relies more on encouraging multi cropping, diverse crops, mulching-round-the-year, addition of formulations made up of cow dung and urine to trigger the microorganisms in the soil system. Several farmers in diverse farming systems and crops are already reaping the benefits of Natural farming in India.

In view of the above, the Extension Education Institute (EEI), Hyderabad organized an online On-Campus training program titled "ECHO - Natural farming in Agriculture and Allied sectors for the Officers of Departments of Agriculture and Allied Sectors, Southern States of India" from 15th - 19th October, 2024.

Contents covered in the programme were – Overview on Natural Farming, Integration of Agri. and Allied Sectors in Natural Farming, Farmer's experience in Natural farming and marketing of products. FPOs in Natural farming: Virtual tour and interaction with Natural farming FPO members, Community led Natural Farming: Challenges and Opportunities in scaling up of Natural farming, Innovations in Pest Management using Gel based Pheromones as Mating Disruption Tool, Ethno fishery practices in Natural farming, Ethno Veterinary practices in Natural Farming, Certifications for Natural farming products, Gender budgeting and GOI Schemes, Carbon

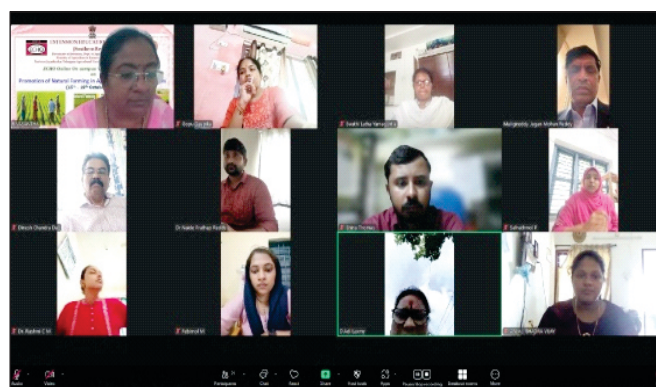
friendly inputs and practices in Natural Farming, Case study, group discussions and presentations, Blog demonstration and Infusion of Case based learning in the curriculum: One enthusiastic trainee was selected to identify a farmer's case who confronted problem in Natural farming. Case was detailed in the template by the trainee and presented it on the last day. This was followed by discussions of trainees in breakout rooms and group wise presentation of solutions.

The hands on training were offered on EEI Blog. Online interaction on Natural Farming Practicing & FPO members and Case based learning with expert interaction were the new methodologies used in the training.

During inauguration, Dr. M. Jagan Mohan Reddy Director, EEI addressed the participants and said that, Natural farming is an ecologically sustainable and economically viable method that holds potential to realize the goals of upliftment, empowerment and stability of farmers in the technical, economic and social realm. He reminded the participants that Government of India is contemplating to motivate farmers to adopt Natural Farming. In this regard, National Mission on Natural Farming (NMNF) was formulated as a separate and independent scheme from 2023-24 by up scaling the Bhartiya Prakritik Krishi Paddati (BPKP). As the success of Natural farming will require behavioral change in farmers to shift from chemical based inputs to cow based locally produced inputs, Extension professionals play a key role in continuous creation of awareness, training, handholding and capacity building of farmers in the initial years he added.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. R. Vasantha, Professor and Course coordinator addressing the participants during valedictory session



Participants presence onboard during the training programme



Dr M. Jagan Mohan Reddy, Director, EEI speaking on the occasion of valedictory indicated that Natural farming aims at restoring soil health, maintenance of diversity, ensure animal welfare, stress on efficient use of natural/local resources and promote ecological fairness. He added that it is an ecological farming approach where farming system works with the natural biodiversity, encouraging the soil's biological activity and managing the complexity of living organisms both plant and animal to thrive along with food production system. He requested the participants to transfer these learnings to farmers and motivate them to adopt techniques of Natural farming.

During the feedback, Trainees indicated that all sessions are excellent and they would like to organise skill demonstrations to farmers on preparation of Natural farming inputs like Jeevamrutam, Navadhanya, soapnut extract etc. They promised to organise awareness programmes on PGS certification to dairy farmers.

A total of twenty five (25) trainees participated from Departments of Agriculture, Forestry, SAMETI and SAUs and KVKs of Andhra Pradesh, Tamil Nadu, Karnataka, Telangana, Odisha and Kerala. The program was coordinated by Dr. R. Vasantha, Professor, EEI, Hyderabad.

Leadership Development for Extension Professionals

A five-day training program focused on Leadership Development is vital for extension professionals, as it significantly enhances their capacity to serve communities effectively. Such a program offers a structured opportunity to acquire and refine essential leadership skills, including strategic planning, team management, effective communication and adaptive problem-solving. These competencies are crucial for addressing the complex challenges faced in agricultural and community development contexts.

In view of the above, the Extension Education Institute (EEI), Hyderabad organized an ECHO online On-Campus training program titled "Leadership Development for extension professionals" from 22nd - 26th October, 2024.

Contents covered in the programme were – Role of Leadership in Agricultural Extension, Appreciative inquiry as an approach for Leadership Development, Work-Life balance for Leaders, Decision-Making and Problem-Solving, Conflict Management and Negotiation Skills, Communication Skills for Leadership Development,

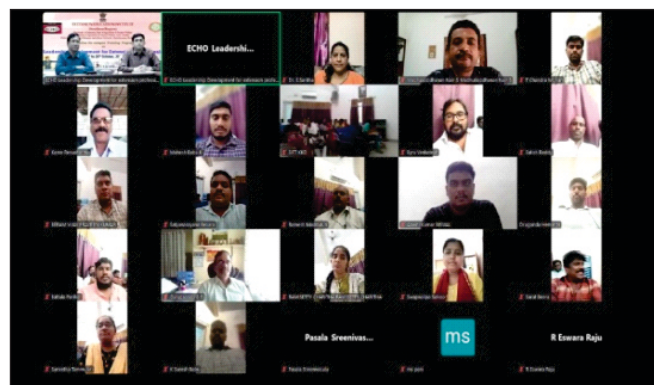
Emotional Intelligence for Extension Leaders, Interpersonal Dynamics for high performance Leaders, Values and Work ethics for self-managing leadership, Strategic Marketing Leadership, Leading Organizational change in the age of AI, GoI schemes, programs, initiatives in agri and allied sectors, Gender budgeting for mainstreaming of gender in agri and allied sectors and Case presentations by the participants on Leadership role.

During inauguration, Dr. M. Jagan Mohan Reddy, Director, EEI emphasized the critical role of effective leadership in agricultural outreach. He highlighted the importance of skill-building, adaptability, and collaboration among extension professionals. He underscored that strong leadership is essential for fostering sustainable development and improving community impact.

Dr. M. Jagan Mohan Reddy, Director, EEI while addressing participants during valediction of the programme, he commended them for their commitment towards agricultural extension. He emphasized the



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. S. Chandrashekar, Professor and Course coordinator addressing the participants during valedictory session



Participants presence online during the training programme



importance of continued learning, collaboration, and proactive leadership in driving positive change. He reinforced the program's impact on empowering professionals to make a meaningful difference in their communities.

Participants shared that the training offered practical tools and strategies directly applicable in their job roles. They found that, the content was highly relevant for addressing field challenges and fostering leadership

qualities. The sessions on communication and decision-making were especially valuable, enhancing their confidence in leading the initiatives.

A total of Sixty two (62) trainees participated from Departments of Agriculture, Animal Husbandry, Fisheries, Sericulture and KVKs of Andhra Pradesh, Telangana, Kerala and Odisha. The program was coordinated by Dr. S. Chandrashekar, Professor, EEI, Hyderabad.

Women Empowerment towards Sustainable Development Goals in agri and allied sectors

Empowering and mainstreaming rural women workforce in agriculture can bring paradigm shift towards economic growth. It will enhance food and nutrition security and alleviate poverty and hunger. It's a win strategy for achieving Sustainable Development Goals by 2030. Women's empowerment in the agricultural sector is important for achieving the United Nations' Sustainable Development Goals (SDGs). Women are key stakeholders in the agricultural sector and their participation can help improve the economy and alleviate poverty and hunger. Here are some ways to empower women in the agricultural sector: Increase access to resources provide women with access to education, health care, technology, and skill development. Promote gender equality to Encourage women to participate in economic activities and promote gender equality in the agricultural sector. Support government programs that create livelihood opportunities and employment for women.

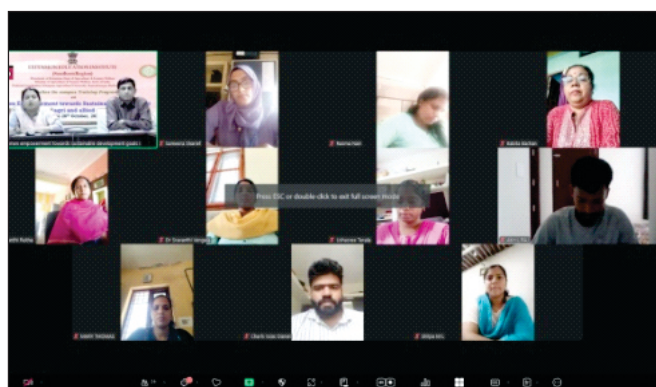
Connect women to opportunities: Connect rural women to modern amenities and opportunities through programs like SLACC (Sustainable Livelihoods and Adaptation to Climate Change). The most important factor

that has to be prioritized in this area is the capacity building of Extension workers. Here Extension Education Institute, Hyderabad, is playing a crucial role in enhancing the capacities of middle level extension officers of its client states. As part of training schedule, a five-day online training program was organized to to train middle-level extension officers belonging to agriculture and allied sectors of South Indian States on Women Empowerment towards Sustainable Development Goals in agri and allied sectors using ECHO model from 22nd to 26th October, 2024.

Contents covered in the programme were - SDGs for Women Empowerment in agri and allied sectors, Role of MSMEs in women Empowerment, Farm women friendly machinery, Women empowerment through Nutri sensitive Agriculture, Entrepreneurship Development through Agro-Processing and Value Addition, Nutritional Security and Women Empowerment, Women Empowerment through Poultry and Dairy, Agents of Change – Creating Impact through Fisheries, Women entrepreneurship-success cases, Empowerment of Women in Agriculture – Key Domains, Opportunities and Challenges, Food Safety & WASH interventions, women empowerment through



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



Participants presence online during the training programme



women led FPOs, Gender Budgeting for main streaming women in agri and allied sectors, Government initiatives for empowering women in agriculture.

Dr.M.Jagan Mohan Reddy chaired the inaugural session and mentioned that India is an agrarian economy with about 54.6 % of total workforce engaged in agricultural and allied sector activities. Women are extensively engaged in the activities pertaining to agriculture and allied sectors. The workforce participation rate for rural females is significantly higher at 41.8 percent against urban women participation rate of 35.31 percent. In India, reforms were underlined for holistic development of women, enabling socio-economic and health security. Since Independence, several government flagship schemes and programmes were initiated to improve rural women stature in society by creating livelihood opportunities and engagements in paid employments. Various schemes, such as the Prime Minister's Employment Generation Program (PMEGP), National Livelihoods Mission, Deen Dayal Upadhyay Grameen Kaushalya Yojana (DDU-GKY), Pradhan Mantri Kaushal Vikas Yojana (PMKVY), BetiBachaoBetiPadhao, Pradhan Mantri Matru Vandana Yojana (PMMVY), etc. has made significant contributions in creating gender parity and socio-economic empowerment of women in India and asked the participants to thoroughly follow the all sessions of the training programme and replicated them in their concerned states.

The valedictory session of the programme on 26.10.2024 was attended by Dr.M.Jagan Mohan Reddy,

Director, EEI. In his valedictory remarks appreciated the conduct of the training programme and suggested that Empowering and mainstreaming rural women workforce in agriculture can bring paradigm shift towards economic growth. It will enhance food and nutrition security and alleviate poverty and hunger. Achieving gender equality and women's empowerment is integral to each of the 17 goals. Hence all the participants are appealed by the Director to apply the learnings of the training programme in educating the farm women towards the sustainable development.

Participants were very much impressed with all the sessions of the training programme as they have received the detailed and elaborative information of all the sessions from the resource persons. they are very much enthused with the sessions like Empowerment of Women in Agriculture – Key Domains, Opportunities and Challenges, Government Initiatives for Empowering Women in Agriculture, Gender Budgeting for Mainstreaming Women in Agri and Allied Sectors, Women Empowerment through women led FPOs, Women Entrepreneurship-success cases and SDGs for Women Empowerment in agri and allied sectors

A total of forty (40) trainees participated from Departments of Agriculture, Animal Husbandry, Fisheries, Sericulture and KVKsof Andhra Pradesh, Telangana, Odisha, Karnataka, Kerala and Andaman & Nicobar Islands. The program was coordinated by Dr. D. Shireesha, Asst. Professor, EEI, Hyderabad.

Personality Development for Professional Communication in Agri and Allied sectors

Personality development refers to the process by which the organized thoughts and behaviour patterns that make up a person's unique personality emerge over time. While personality is relatively stable, Colella notes that it isn't entirely fixed. "People can undergo changes in their attitudes, behaviours, and thought patterns in response to new experiences or personal growth," she explains. Perhaps most importantly, the on-going interaction of all these influences continues to shape personality. Personality involves both inborn traits and the development of cognitive and behavioural patterns that influence how we think and act. Temperament is a key part of personality that is determined by inherited traits. Character is an aspect of personality influenced by

experience and social learning that continues to grow and change throughout life. Personality development has been a major topic of interest for some of the most prominent thinkers in psychology. Since the inception of psychology as a separate science, researchers have proposed a variety of ideas to explain how and why personality develops.

In view of the above, the Extension Education Institute (EEI), Hyderabad organized an online On-Campus training program titled "ECHO - Personality Development for Professional Communication in Agri and Allied sectors" from 04th - 08th November, 2024.

Contents covered in the programme were - Soft Skills and Personality Development-An Overview, Digital



applications/Tools in Professional communication, Leadership & Interpersonal skills, Communication and Prolific writing skills, Conflict Management and Negotiation skills, Positive Attitude for professional excellence, Time & Stress Management, Team building skills for professional excellence, Appreciative Inquiry, Emotional Intelligence for better living, GoI Schemes and Programmes and Gender Budgeting, Case presentations are planned in one exclusive session after completion of all the sessions and the participants presented individual cases relevant to their leanings based on the topics covered in the programme.

During the inaugural session, Dr. M. Jagan Mohan Reddy, Director, EEI stated that, the programme has been designed with an intention to encompass all the possible traits to make effective delivery of all the agro advisory services in a better manner. As per ICAR report, only few technologies were adopted by farmers. This warrants to work more effectively to enhance the adoption rate of

technologies by the farmers. Govt of India is concerned about development of various skills among extension professionals, he added.

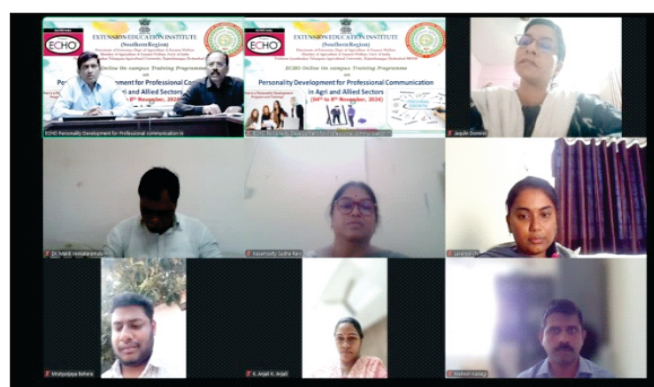
During the valedictory session of the programme Dr. M. Jagan Mohan Reddy, Director, EEI appealed the participants to apply the learnings of the programme both for personal and professional excellence. He also requested them to come up with meaningful report in application of learned behaviour.

The trained officers expressed their utmost satisfaction about the programme. The objectives of conducting training has been met in terms of conceptual learning and case based presentations

A total of thirty five (35) trainees participated from Departments of Fisheries, SAUs, Agriculture, Dairy Development and Horticulture of Andhra Pradesh, Telangana, Odisha, Karnataka, Kerala and Andaman & Nicobar Islands. The program was coordinated by Dr. K. MadhuBabu, Professor, EEI, Hyderabad.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. K. MadhuBabu, Professor and Course coordinator addressing the participants during valedictory session



Participants presence online during the training programme

Farm Journalism for Effective Transfer of Technology

Farm journalism, also known as agricultural journalism, is important because it helps to communicate with farmers and homemakers through various mediums, such as newspapers, magazines, leaflets, pamphlets, bulletins, circular letters, wall newspapers, and radio scripts. It helps to spread agricultural technologies to farming communities and bridge the gap between research scientists and farmers by facilitating communication between the two groups. It addresses community problems and provides solutions to them. It helps to involve farmers in developmental efforts by bringing about changes in their knowledge, skills, attitude, understanding, and activeness

In view of the above, the Extension Education Institute (EEI), Hyderabad organized an ECHO online On-Campus training program titled "Farm Journalism for Effective Transfer of Technology" from 04th - 08th November, 2024.

Contents covered in the programme were – Digital Agriculture Extension (VISTAAR), Overview of Farm Journalism and Importance of ToT in Farm Journalism, An Overview of Agri media skills & Importance for effective transfer of technology, Digital Farm dissemination methods (Blogs, Portals, websites, Reels, app), Digital Agriculture knowledge Management systems, Digital



Farmers scientist interaction, Virtual Reality Creations in Farm Journalism, Developing a Short Film on News/ Success Story in Mobiles, Methods, Tools and Techniques for Gathering Information from the Field Documentation of success stories, GOI schemes in Agri and Allied Sectors, Digital feedback Mechanism & EEI Blog followed by Case presentations by the participants

During inaugural session, Dr. M. Jagan Mohan Reddy, Director EEI expressed that, there is every need to understand the dynamics in the Journalism and the same may be applied in dissemination of Agri. Information by the participated at their concerned states.

During valediction, Dr. M. Jagan Mohan Reddy, Director EEI underscored the need to apply all the learnings or disruptions in farm journalism for meaningful

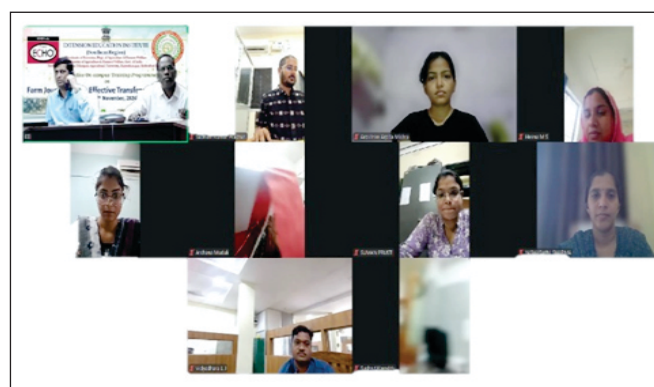


Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. N. Praveen, Professor and Course coordinator addressing the participants during valedictory session

communication of agro advisories by the participant officers.

90 percent of the participants felt that the programme fulfilled their expectations to the great extent. They felt that overall knowledge and training skills gained especially on Digital Farm dissemination methods (Blogs, Portals, websites, Reels, app) and Digital Agriculture knowledge management system were very useful to improve their job performance. Most of them suggested that physical program with field visits will be more useful.

A total of twenty four (24) trainees participated from Departments of Agriculture, Animal Husbandry, Fisheries, Sericulture and KVKs of Andhra Pradesh, Telangana, Kerala and Odisha. The program was coordinated by Dr. N. Praveen, Professor, EEI, Hyderabad.



Participants presence online during the training programme

Human Resource Development for Personal and Professional Excellency

Human Resource Development (HRD) is a systematic approach that helps employees develop their skills, knowledge, and abilities so that they can meet current and future job demands. HRD aims to improve the organization's effectiveness and efficiency, and to create a productive organisation culture. HRD initiatives should be integrated with the organization's long-term plans and strategies. They should also respond to job changes and ensure that employees have the skills they need to perform their current jobs and grow their careers. Human resource development (HRD) for agricultural extension functionaries involves activities and programs to improve the quality of human resources.

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

training program titled "ECHO - Human Resource Development for personal and professional excellence for the Officers of Departments of Agriculture and Allied Sectors, Southern Region" from 26th - 30th November, 2024.

Contents covered in the programme were - Organisation Dynamics for human resource development, Effective Time Management for Organisation Excellence, Emotional Intelligence for better Interpersonal Relations, Performance Appraisal, Coaching, Counseling, Mentoring and Managerial decision making, Building high performance teams, Value driven Management and Work Ethics for Professional Excellence, Stress Management for Organizational Excellence, Digital communication skills, Conflict management and Negotiation Skills followed by Case presentations by Participants.



Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad in his inaugural address mentioned that human resource development helps to create a positive work environment that fosters continuous learning and development. HRD helps to align the goals of employees with the objectives of the organization. It helps to retain talented employees by providing them with opportunities for career development and growth. Human resource development (HRD) is important for organizations because it helps to build a strong, skilled workforce that can drive long-term success. And hence asked the trainees to utilise the opportunity and thoroughly follow all the sessions and suggested to actively involved in all the sessions offered in the training.

Dr. M. Jagan Mohan Reddy, Director, EEI in his valedictory remarks mentioned that Human resource development helps the organizations improve employee performance and ability. The main functions include employee training, performance management and sourcing and acquiring the best talent. He also suggested that one of the most immediate and measurable outcomes

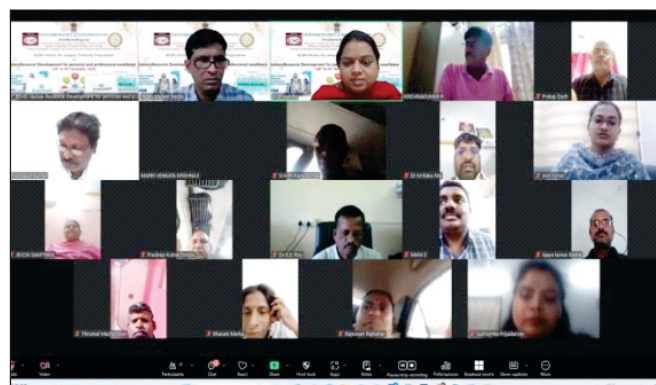
of this training program is improved employee performance. He suggested to adopt the digital innovations in human resource development for better discharge of their job roles.

Participants were very much impressed with the content and conduct of the programme and specified that indeed the training program was very much helpful for self-awareness, behaving in much more appropriate professional manner as well maintaining a healthy work-life balance. Topics like Emotional Intelligence, Conflict Management, Digital communication, Team building, Time and stress management were very much useful to manage problems and stress in professional as well as in personal life, the participants felt.

A total of thirty (30) trainees participated from the departments of Fisheries, Agriculture, staff of SAUs and Animal husbandry sectors representing Odisha, Andhra Pradesh, Telangana, Kerala, Karnataka and Tamilnadu states. The program was coordinated by Dr.D. Shireesha, Asst. Professor, EEI, Hyderabad.



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



Participants presence online during the training programme

Innovative Training Methods for Master Trainers and Facilitators

Training strategies for new employees remain an essential task to the success of any organization. Effective training programs help new employees acclimatize to their new roles and equip them with the knowledge and skills necessary to perform their jobs efficiently. Traditional training methods such as lectures, videos, and quizzes are still valuable but may need more to keep new employees engaged and motivated. By using innovative approaches, trainers can address various learning styles and preferences, thereby maximizing the impact of their training initiatives. By devising programs that are insightful, interactive and tailored to the specific needs of

their workforce, companies can catalyze the development of their teams. Large organizations understand the need for a dedicated Learning and Development strategy that develops leaders from within, up skill employees to become influential team members, and utilizes various learning methods and training techniques to drive skill acquisition. Different training methods, including traditional instruction-led learning, eLearning experiences and hands-on training, to identify the more effective employee training methods for corporate learning. By uncovering each method's strengths, limitations, and applications, we aim to provide insights



that empower organizations to design training programs that foster continuous learning, skill enhancement, and adaptability in an ever-changing professional landscape. As a need of the hour, not alone virtual trainings, EEI, Hyderabad felt to build up the capacities of client states trainees of South India on several other Creative Training Methods.

In view of the above, the Extension Education Institute (EEI), Hyderabad organized an online On-Campus training program titled "ECHO - Innovative Training Methods for Master Trainers and Facilitators" from 3rd - 7th December 2024.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. K. MadhuBabu, Professor and Course coordinator addressing the participants during valedictory session

Contents covered in the programme were - Training Need Assessment, Ice breakers & Energizers, Case method and simulation techniques, Fish Bowl technique, Field trips/ Exhibitions/Campaigns, Extension talk and Small Group Techniques, Management Games, Effective pedagogical techniques and learning Methodologies, GoI Schemes and Programmes, Gender Budgeting and Case presentations

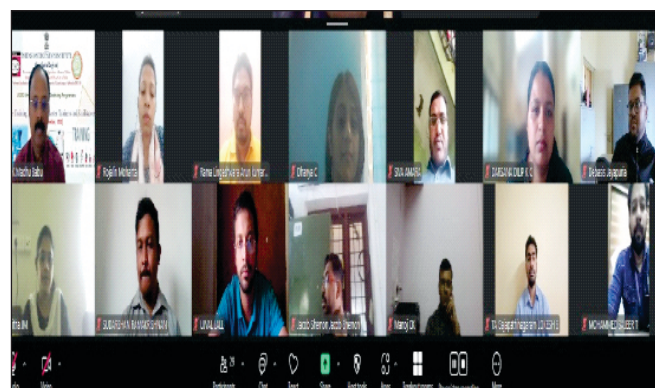
Dr. M. Jagan Mohan Reddy, Director, EEI during his inaugural address reiterated that in the present context, there are many contemporary areas of importance in Agriculture and allied sectors viz; Climate change, Artificial intelligence, robotics and Natural farming for which the extension officers needs to be equipped with knowledge

and skills. There are many innovative training methodologies that will make the extension officers vibrant. The capacities built would make the officers as master trainers who will in turn play major role in transforming the system for betterment and also extend best services to the client farmers. He requested all the officers to make use of the training and apply the learned concepts in back home and become master trainers and facilitators of excellence.

Dr. M. Jagan Mohan Reddy, Director, EEI in his valedictory address appreciated all the trainees for making best case based presentations of learnings. While speaking on the occasion, Dr. Reddy opined that, the main philosophy behind organising this programme and inviting all the officers is that a single template may not be suitable to different subjects of the clients for which they need to take up different methodologies to deal with. There are subjects like climate change, FPOs, Time and stress management each topic etc., may be dealt with different methodologies.

Participants were very much impressed with the sessions on case method, simulation technique and management games.

A total of thirty (30) trainees participated from the departments of Agriculture, Fisheries and SAUs/KVKs sectors representing A&N Islands, AP, Kerala and Odishastates. The program was coordinated by Dr. K. MadhuBabu, Professor, EEI, Hyderabad.



Participants presence online during the training programme

Supply chain management for Profitability in Agri and Allied sectors

Efficient supply chains promote sustainable farming practices by optimizing the use of resources such as water, land, and energy. Reducing waste and improving logistics can lower the carbon footprint of agricultural activities, contributing to environmental conservation. A well-organized supply chain ensures timely availability of seeds,

fertilizers, pesticides, and machinery, which are essential for maximizing crop yields. Proper storage, transportation, and processing facilities prevent post-harvest losses, ensuring that more produce reaches the market in good condition. Efficient supply chains can reduce costs through bulk purchasing of inputs and centralized



processing and distribution, benefiting farmers with lower production costs. Effective logistics and storage solutions minimize waste, reducing overall costs and improving profitability. Advanced supply chains incorporate traceability systems that track products from farm to table, enhancing food safety. Diversified and well-planned supply chains are better equipped to handle disruptions caused by factors such as climate change, natural disasters, and market volatility.

A flexible supply chain can adapt to changing consumer preferences, technological advancements, and regulatory requirements, ensuring long-term viability. The supply chain in the agricultural sector plays a pivotal role in enhancing productivity, reducing costs, ensuring quality and safety, promoting economic growth, supporting sustainability, and building resilience. Investing in and improving agricultural supply chains can lead to significant benefits for farmers, consumers, and the broader economy.

In view of the above, the Extension Education Institute (EEI), Hyderabad organized an online On-Campus training program titled "ECHO - Supply chain management for Profitability in agri and allied sectors" from 17th - 21st December, 2024.

Contents covered in the programme were - GoI programmes and Schemes in agri and allied sectors, Supply chain models in horticulture sector, Supply chain management: Challenges and opportunities, Supply chain models in poultry sector, Practical logistic process in agri and allied products, Innovative supply chain models in fisheries sector, Supply chain models in agriculture, Role of ICTs in streamlining supply chains, Innovative supply chain models in sericulture, Gender mainstreaming in agri and allied sectors and Supply chain models in dairy sector

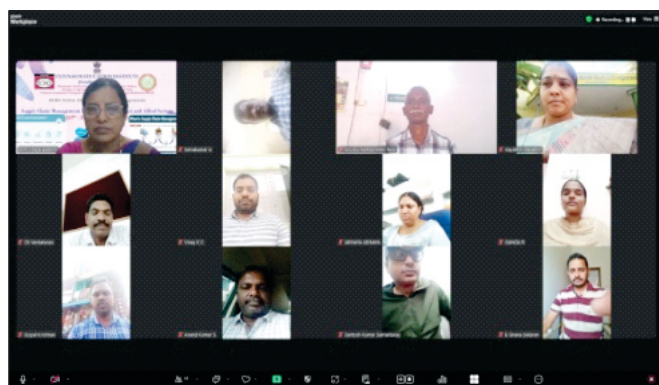
Dr. P. Vijaya Lakshmi, Professor & Course Coordinator inaugurated the training programme. She stressed the importance of supply chains in agri and allied

sectors. She said that a robust supply chain connects farmers with local, regional, and international markets, providing them with better opportunities to sell their produce at competitive prices. Supply chains often include mechanisms for disseminating market information, helping farmers make informed decisions about what to grow and when to sell. She also discussed about the programme schedule with the participant officers.

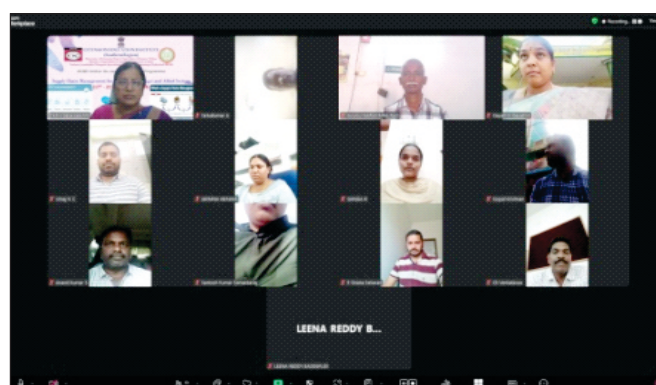
During the valedictory session Dr. P. Vijaya Lakshmi, Professor & Course Coordinator congratulated the participants for successful completion of the training programme. The agricultural supply chain creates jobs in various sectors, including farming, processing, transportation and retail contributing to rural and national economic development. By incorporating processing and packaging within the supply chain, raw agricultural products can be transformed into higher-value goods and boosting the agricultural sector's contribution to GDP. She urged the participants take learnings to back home and create awareness among the farmers to get remunerative prices to their produce and encouraged the participants to share success stories for the benefit of other officers.

The participants felt that all the topics were very useful. Especially, practical logistic process in agri and allied sectors, role of ICTs in streamlining supply chains, supply chains in dairy sector, poultry, agriculture, fisheries, sericulture and horticulture. Case based learnings are very useful to understand the things happening in other departments and other states.

A total of thirty (30) trainees participated from the departments of Agricultural Marketing and Agri business, OUAT, Horticulture University, KVK Departments of Horticulture, Agriculture representing Tamilnadu, Odisha, Telangana, Karnataka states. The program was coordinated by Dr. P. Vijaya Lakshmi, Professor, EEI, Hyderabad.



Dr. P. Vijaya Lakshmi, Professor, EEI addressing the participants



Participants during the training programme



Capacity Building of Extension Functionaries to meet Emerging Challenges in Fisheries Sector

A training program on emerging trends in the fisheries sector is vital for enhancing professional competencies, as it equips participants with the latest knowledge, skills, and best practices. This program addresses technological advancements such as aquaculture innovations and automation, promotes sustainability and eco-friendly practices, and ensures compliance with health, safety, and regulatory standards. It also keeps professionals updated on market trends, consumer preferences, and financial management strategies, enhancing their ability to adapt to climate change impacts and manage resources effectively. By fostering networking, collaboration, and community engagement, the program supports sustainable growth, increased productivity, economic development, and enhanced food security, ultimately ensuring the long-term viability and competitiveness of the fisheries sector.

In view of the above, the Extension Education Institute (EEI), Hyderabad organized an online Off-Campus training program titled "ECHO - Capacity Building of Extension Functionaries to meet Emerging Challenges in Fisheries Sector" from 15th - 18th October, 2024.

Contents covered in the programme were – An Overview: Current trends and future prospects in the fisheries sector, Digi top Technologies and their applications in Fisheries sectors (IOT, AI and data analytics in fish farming and management), Fisheries, Health Management, Transforming fishery marketing strategies, Technological Innovations in Aquaculture, National and International Policies and regulations in fisheries sector, Marketing strategies in Fishery sector, Aquaponics and role

of fisheries in Integrated Farming Systems, Trade in Fisheries sector, Innovations in Post-Harvest Technologies and value addition, Supply chain aspects in fish marketing and GOI schemes, programs and initiatives in fisheries sector and Gender mainstreaming and budgeting.

During inauguration, Dr M. Jagan Mohan Reddy Director, EEI said that, fisheries are no longer an insignificant part of agriculture. It has proved its relevance in India and the world, through its increasing contribution to the national economy. Fish production, which lay at 0.75 million tonnes in 1951 has increased to over 8.3 million tonnes at present. When we consider the marine capture landings in the last six decades, the increase has been six-fold, from nearly 0.53 million tonnes in 1950 to 3.59 million tonnes in 2014-15

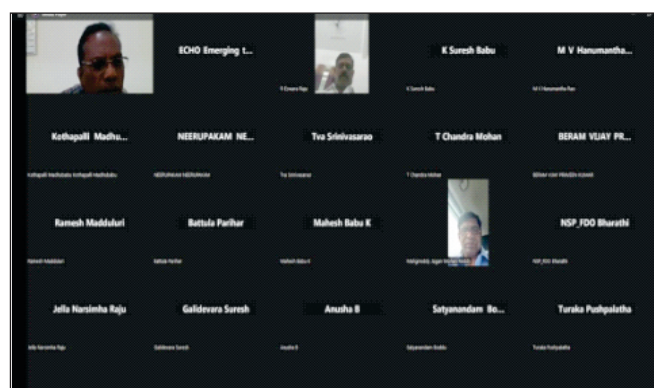
During the valediction, Dr M. Jagan Mohan Reddy, Director, EEI urged the participants to bring change among fishing community by applying the learned knowledge at back home situation.

During the feedback, the participants felt that all the speakers were best at offering deeper insights on the subject. The knowledge of current policies, regulations, and Digi top Technologies and their applications in Fisheries sectors, Fisheries, Health Management and Transforming fishery marketing strategies felt very useful.

A total of fifty four (54) trainees participated from Departments of Agriculture, Forestry, SAMETI and SAUs and KVKs of Andhra Pradesh, Tamil Nadu, Karnataka, Telangana, Odisha and Kerala. The program was coordinated by Dr. N. Praveen, Professor, EEI, Hyderabad.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. N. Praveen, Professor and Course coordinator addressing the participants during valedictory session



Participants presence online during the training programme



ECHO Online Training programmes

Work Ethics and Work life balance for Field Functionaries

Work Ethics play an important role in organizational excellence. Ethics are important in every aspect of personal and professional life. Ethics are consistently applied over the period and remain same for all the human beings. Work place ethics ensure positive ambience while delivering services in a professional manner. Maintaining a healthy work-life balance is important for healthy relationships, it also improves employee's productivity and performance. A healthy work-life balance allows everyone to excel at work and take care of their personal wellbeing outside of the office. Employers expect more from their people, which leads them to feel more pressure to achieve greater results. To sustain a healthy work-life balance, field functionaries have to develop greater focus and ability to concentrate on the task at hand. Work ethics and work life balance is important for personal and professional excellence of field functionaries.

Keeping this in view, EEI, Hyderabad has organized a five day Online training programme on Work ethics and work life balance for field functionaries from 15th -19th October, 2024 in online mode through iECHO platform.

The topics covered in the programme were Scope and challenges in practicing ethics and values in personal and professional work life balance, Professionalism in values and work ethics for successful organizational

development, Mind management skills for personal and professional work life balance, Empowering change with ethical integrity, Working through teams for work life balance, Emotional intelligence for professional excellence, Positive attitude and inter personal skills for work life balance, Stress management skills for organizational excellence, Time management and value driven goal setting skills for work life balance for field functionaries, GOI programmes and Schemes in Agri and Allied sectors, Self management for work life balance, Conflict management and Negotiation skills for work life balance and documentation of the feedback by the participants in EEI blog.

Dr M. Jagan Mohan Reddy, Director, EEI congratulated the the participants for successful completion of the programme and stressed the importance of work ethics and work life balance for field functionaries and appaeared to apply the learnings in back home for personal and professional excellence.

Twenty five (25) number of participants representing Agriculture, Animal husbandry and Fisheries from Telangana, Andhra Pradesh, Karnataka, Odisha and Andaman and Nicobar Islands took part in the programme. The training is coordinated by Dr. P. Vijaya Lakshmi, Professor, EEI, Hyderabad.

Managerial Skills for Organizational Excellence

In every organization, the employees are the one who are in charge of putting the organization's vision and mission into action and moving the organization in the right direction. Therefore, employees who are exceptionally skilled in both leadership and management are necessary for the accomplishment of the organization's objectives. Employees must acquire a particular set of talents to contribute to the continued growth of their organization. They need to be decisive, dedicated, firm, sympathetic, quick thinkers, and responsible, and they should possess a wide range of information regarding their organization. Managerial skills are certain attributes or abilities that an employee should possess in order to fulfil specific tasks in an organization. They include the capacity to perform or execute duties in an organization while avoiding crisis situations and promptly solving problems

when they occur. Managerial skills can be developed through learning and practical experience as a manager. The skills help the manager to relate with their fellow co-workers and know how to deal well with their subordinates, which allows for the easy flow of activities in the organization.

In view of the above, the Extension Education Institute (EEI), Hyderabad organized an Onlinetraining program titled "ECHO - Managerial skills for Organizational excellence" from 11th to 14th November, 2024.

Contents covered in the programme were - Change management skills for organizational excellence, Digital Communication skills for effective TOT, Strategic thinking and crisis management skills, Monitoring and evaluation of



development programmes and schemes, Emotional Intelligence for organizational excellence, Performance appraisal skills for organizational excellence, Time and stress management skills for organizational excellence, Gender mainstreaming and budgeting in agri and allied sectors, Conflict management and Negotiation skills and GoI programmes and Schemes in agri and allied sectors.

Dr. P. Vijaya Lakshmi, Professor, EEI & Course coordinator convened the inaugural session. She stressed the importance of managerial skills for extension officers for organizational excellence and briefed about the training programme.

Dr. M. Jagan Mohan Reddy, Director, EEI graced the Valedictory session and congratulated the officers for

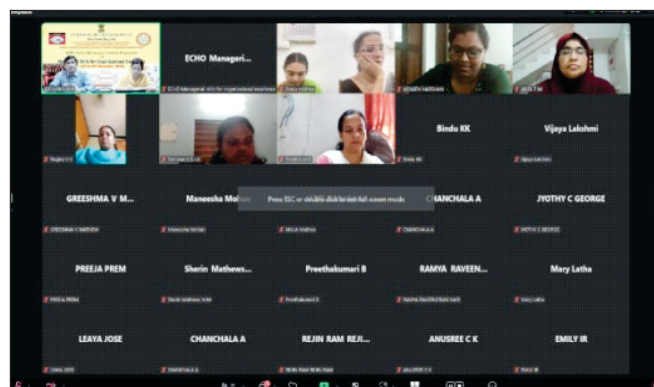


Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. P. Vijayalakshmi, Professor, Course coordinator addressing the participants during valedictory session

successful completion of the training programme. He stressed the importance of managerial empowerment of field extension functionaries for organizational excellence, role of change management, conflict management etc., and urged the participants use the learnings at back home situation for personal and professional excellence.

Majority of the participants felt that the programme is very useful for personal and professional excellence. Especially, change management, emotional intelligence, conflict management, stress management, gender mainstreaming and GoI programmes and schemes.

A total of twenty eight (28) officials participated from Department of Agriculture of Kerala. The program was coordinated by Dr. P. Vijayalakshmi, Professor, EEI, Hyderabad.



Participants presence online during the training programme

Promotion of Bee keeping

Beekeeping, or apiculture, plays a crucial role in enhancing agricultural productivity, supporting biodiversity, and providing sustainable livelihood opportunities. The promotion of beekeeping is essential for multiple reasons that impact both environmental and economic sectors.

In view of the above, the Extension Education Institute (EEI), Hyderabad organized an online training program titled "ECHO - Promotion of Bee keeping" from 26th - 30th November, 2024.

Contents covered in the programme were - Overview of Beekeeping and Its Importance in Agriculture and History of Beekeeping, Honey Bee Biology and Behavior, Beekeeping Equipment and Tools, Site Selection and Hive Setup, Bee Colony Management Techniques, Seasonal Management of Bee Colonies, Suitable crops for

Beekeeping, Importance of Migration in Beekeeping, Common Diseases and Pests in Beekeeping and their management, Integrated Pest Management (IPM) for Beekeeping, Nutritional Needs of Honey Bees, Harvesting and Processing Honey, Value Addition and Marketing of Bee Products, Best Practices in Organic and Sustainable Beekeeping and Government Schemes and Financial Assistance for Beekeepers

The training program was inaugurated by Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad, who emphasized the economic and ecological significance of beekeeping in sustainable agriculture and highlighted the potential of apiculture in enhancing rural livelihood

During valedictory session of the program Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad, praised the participants' enthusiasm and commitment to learning and



emphasized the importance of implementing knowledge in field practices and encouraged them to innovate and share best practices in apiculture.

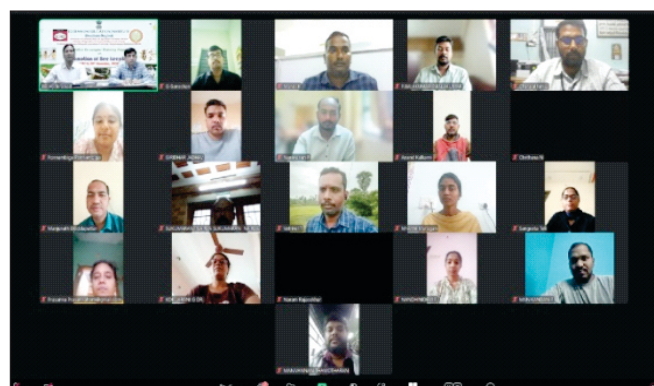
Participants appreciated the practical relevance of the training, particularly the sessions on hive management and disease control, which were directly applicable to field conditions. The content on value-added honey products and market linkages was found highly useful for enhancing



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. S. Chandra Shekar, Professor and Course coordinator addressing the participants during valedictory session

profitability. Participants also valued the expert guidance on sustainable practices.

A total of twenty seven (27) trainees participated from the departments of Agriculture, Horticulture, Animal Husbandry sectors representing Andhra Pradesh, Telangana, Kerala, Karnataka and Tamil Nadu states. The program was coordinated by Dr. S. Chandra Shekar, Professor, EEI, Hyderabad.



Participants presence online during the training programme

Testing and Certification Procedures for Organic Agriculture

Under the current scenario of depleting natural resources, negative impacts of climatic variability, increased use of chemical inputs and volatile food prices are the major challenges while achieving food security for a growing population and diminishing poverty while sustaining agricultural systems. In addition to these challenges, the principal indicators of non-sustainability of agricultural systems includes - soil erosion, soil organic matter decline, salinization. Hence, it is the need of the hour to save our soils and human health with a gradual shift into organic sustainable farming and encourage farmers for adopting farming practices for betterment of human and soil life. Organic production is regulated by law. Currently, in most of the countries, food producers need to have a special certification for organic production in order to market their products as 'organic'. For the purpose of these laws, organic food is produced in a manner that complies with the standards prescribed at the national or international level. Certification standards and categories are crucial part in the certification of any organic Produce.

In view of the above, the Extension Education Institute (EEI), Hyderabad organized an online training program titled "ECHO - Testing and Certification

Procedures for Organic Agriculture" from 17th- 21st December, 2024.

Contents covered in the programme were - Residue Management for organic farming, Organic Certification – grower group, Organic production – processing, handling, storage and transport, PGS-Participatory Guarantee System for organic certification, Organic Certification – Crop Production, Overview of Existing Standards and Certification Programme, Testing Procedures of Organic Commodities, Inspection and Certification of Individual Farms, Small Holder Group Certification, Experience sharing of successful organic entrepreneur, ISI Standards: ISO/IEC65, ISI-17025, ISO-17065, NPOP Organic Certification Procedures, Soil Health Management and Recent developments in Organic Farming and Regulatory and quality requirements of Organic products

During his inaugural address, Dr. M. Jagan Mohan Reddy, Director, EEI indicated that the Organic certification addresses a growing worldwide demand for organic food. It is intended to assure quality and prevent fraud. For organic producers, certification identifies suppliers of products approved for use in certified operations. Becoming certified organic helps producers and handlers



to access fast-growing local, regional, and international markets. Support local economies, getting additional funding and technical assistance and asked the trainees to follow the training regularly and apply the learnings in their concerned states for the benefit of the farming community.



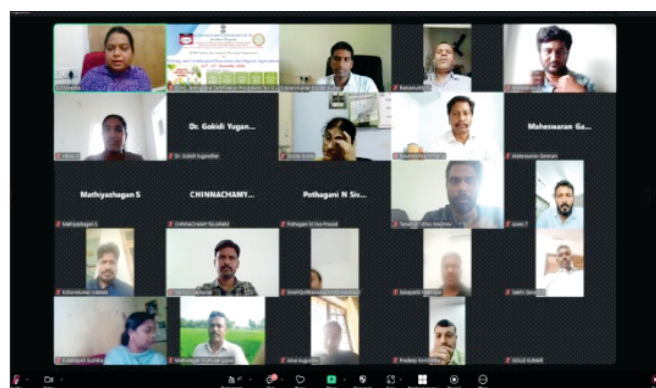
Dr. Prashanth S. Armorikar, Addl. Commissioner, MoA&FW, GoI, New Delhi and Dr. M. Jagan Mohan Reddy, Director, EEI addressing the participants during the training programme

During valediction, Dr. D. Shireesha, Assistant Professor, EEI and course coordinator mentioned that the principal responsibility of certifying agencies, which can be state departments of agriculture or independent organizations, is to ensure that organic integrity is maintained and verified throughout the production and handling process. It helps to maintain environment health by reducing the level of pollution. It reduces human and animal health hazards by reducing the level of residues in the product. It helps in keeping agricultural production at a

sustainable level. It reduces the cost of agricultural production and also improves the soil health.

Participants felt that training was well organized, covered International standards like ISO 17065, 17025, NPOP and PGS-India standards in detail with technical experts and arranged a practical session with progressive farmer practicing organic farming. Requested the EEI to arrange few refresher trainings on this topic. The trainers demonstrated deep expertise and presented the content in a clear and engaging manner. The course covered a comprehensive range of topics.

A total of sixty (60) trainees participated from the departments of Fisheries, Animal husbandry, Agriculture and staff of SAUs representing Odisha, Andhra Pradesh, Telangana, Kerala, Karnataka, Tamilnadu states. The program was coordinated by Dr. D. Shireesha, Asst. Professor, EEI, Hyderabad.



Participants during the training programme

Collaborative Training Programmes

Promotion of Farmers Producer Organizations in agri and allied sectors

The FPO movement in India is crucial for promoting collective farming, improving market access, and empowering smallholders in agriculture and allied sectors. With increasing governmental and institutional support, FPOs have become a key driver in transforming the agricultural economy, improving farmer livelihoods, and ensuring sustainable development.

In view of the above, the Extension Education Institute (EEI), Hyderabad in collaboration with MANAGE organized an online training program titled "ECHO - Promotion of Farmers Producer Organizations" from 24th-28th September, 2024 in ECHO Online Mode.

Contents covered in the programme were – Farmer Producer Organizations for Profitability – An Overview of Policy, Process and guidelines, Formation of FPOs - Strengthening and Management of Farmer Producer Organizations for Profitability, Challenges and Strategies for Sustainability of FPOs, Digital Technologies to FPOs for Effective ToT, Development of Business Plans for FPOs, Role of Financial Institutions for Promotion of FPOs, Micro finance services for FPOs, Market led Extension for FPOs, Supply and Value Chain Development for FPOs, Entrepreneurial Possibilities for FPOs in Agri and Allied Sectors, Legal Frame works and Statutory of FPOs, Stress



Management Skills, Gender Budgeting for mainstreaming of gender in Agri and Allied Sectors and GOI Schemes, Programs, Initiatives

During the inaugural programme, Dr. M. Jagan Mohan Reddy, Director, EEI Hyderabad has emphasized the crucial role of FPOs in enhancing farmer income and sustainability. He has highlighted the need for capacity building to empower FPOs. He has appreciated the initiative for fostering innovation in agricultural marketing. He also underscored the importance of collaboration between FPOs and stakeholders for long-term success.

During the valedictory session Dr. M. Jagan Mohan Reddy, Director, EEI Hyderabad, reiterated that, collection/rise of FPOs has emerged as a potential tool to transform Indian agriculture into a sustainable business by taking advantage of the scale by aggregation of input,

demand, produce aggregation and collective marketing and value addition, thus realising optimal returns..

During feedback, Participants found that the content of the online training program on Farmer Producer Organizations highly practical and relevant. They appreciated the detailed sessions on marketing strategies, financial management, and legal frameworks. Many felt the knowledge gained would directly enhance their ability to support FPOs in their regions. The focus on real-world applications was particularly useful for future implementation.

A total of thirty six (36) trainees participated from Departments of Agriculture, Horticulture, Dairy Development, Fisheries, Animal Husbandry, SAUs and KVKs of Andhra Pradesh, Tamil Nadu, Karnataka, Andhra Pradesh, Odisha and Kerala. The program was coordinated by Dr. S. Chandra Shekar, Professor, EEI, Hyderabad.

Extension for Climate Resilient Agriculture

An online collaborative training program with MANAGE was organised on Extension for Climate Resilient Agriculture from 18th – 22nd November, 2024.

Climate Resilient Agriculture (CRA) is a set of practices and technologies that help agricultural systems adapt to and recover from climate change. CRA aims to increase the ability of agricultural systems to withstand and recover from climate-related disturbances, such as droughts, floods, heat waves, and erratic rainfall. CSA is based on three principles: mitigation of GHG emissions from agriculture, adaptation of agricultural practices to climate change, and sustainable maintenance or increase of agricultural productivity. According to the Food and Agriculture Organization (FAO), climate resilient agriculture is defined as “the ability of an agricultural system to anticipate and prepare for, as well as adapt to, absorb and recover from the impacts of changes in climate and extreme weather”.

The contents of the program are- An overview on climate change and its impact in agri and allied sectors, An overview on climate change and its impact in agri and allied sectors, Climate smart ITKs in agri and allied sectors, Role of Integrated Farming System in building Resilient to Climate Change, Climate Smart Extension – Application of Remote Sensing and GIS in Agriculture, Climate Change Adaptation and Climate Resilient Technologies for

fisheries, Climate Change Adaptation and Climate Resilient Technologies in Horticulture, Use of Plastics in Agriculture and Horticulture – A Climate Smart Initiative, Farm machinery, custom hiring and Agro processing mechanism to combat with climate change impact in agri and allied sectors, Carbon trading-voluntary carbon credit scheme, GOI Schemes, Programs, Initiatives in agri and Allied Sectors, Gender Budgeting for mainstreaming of gender in agri and allied sectors, Climate-smart agriculture in livestock sector, Climate resilient interventions- case presentations, Extension Strategies to address Climate Change in Agriculture and Allied sectors.

During inauguration Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad underscored the importance of adapting the climate resilient practices in agri and allied sectors to wards sustainable agriculture and allied entrepreneurs. There is every need to minimize the release of GHGs from these sectors to maintain carbon credits. Dr. N. Balasubramani, Director, Climate Change and Adaptation, MANAGE has highlighted the interventions of Government like National Action Plan on Climate Change, National Mission for Sustainable Agriculture, Rainfed Area Development, Soil Health Card, Paramparagat Krishi Vikas Yojana, Mission Organic Value Chain Development in North Eastern Region and . and National Innovations in Climate Resilient Agriculture by ICAR. In each and every session the



Dr. M. Jagan Mohan Reddy, Director, EEI addressing participants in the inaugural event of the training programme

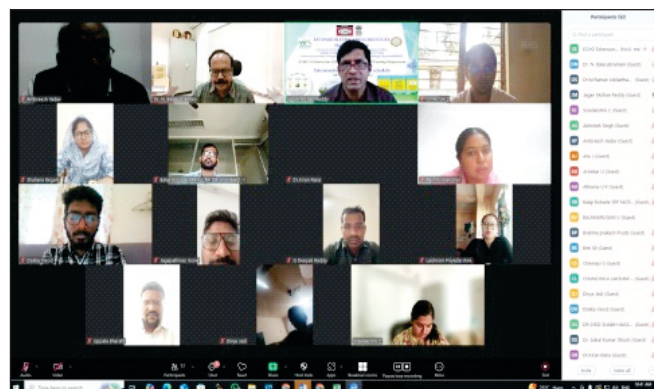
case method of dealing the subject happened after the diadectic presentation by the expert. The participants presented the cases reflecting the field situation.

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad appealed the participants to apply the learnings of the program at their back home situation for empowerment of the farming community on adaptation of climate resilient technologies in agri and allied sectors. He also told that, every official should focus on establishing climate smart village in terms of weather smart, water smart, carbon

smart, nitrogen smart, energy smart, and knowledge smart to facilitate farmers to enhance their climate resilience.

Participants opined that, they have learnt about latest climate resilient technologies in terms of precision farming along with integrated technical knowledge in climate change combat mechanisms.

Fifty (50) no of trainees of departments of Agriculture, Horticulture, Fisheries and Animal Husbandry from different states of the country were participated and the course was coordinated by Dr. M. Jagan Mohan Reddy, Director, EEI.



Participants during the training programme

Webinars

Food Safety Standards in Agri and Allied sectors

A webinar on Food safety standards in Agri and Allied sectors has been conducted on 21st October, 2024. The first and most important reason to follow food safety standards is to protect workers and customers. Whenever food products are produced, there is a significant risk to the employees and customers health. This is because contaminated or infected food can cause significant problems such as foodborne illnesses, which food production organizations should aim to prevent.

Whenever there's an outbreak of foodborne illnesses, organizations deemed responsible may get into deep trouble. Aside from having to cover the expenses of all those who have gotten infected, there are also legal repercussions to consider if there was a contamination caused by a lack of adherence to safety standards. Additionally, these standards add transparency, traceability, and accountability to the organization's operations. So, they are critical for smooth and responsible operations. In operating the food industry, follow all relevant food safety standards to prevent illnesses that arise due to a lack of food safety practices. Food safety and modernization act is transforming the nation's food safety

system by shifting the focus enacted from responding to foodborne illnesses to preventing it. Food Safety Modernization Act (FSMA) has been in response to dramatic changes in the global food system and in understanding of foodborne illness and its consequences, including the realization that preventable foodborne illness is both a significant public health problem and a threat to the economic well-being of the food system.

Food and Drug Administration (FDA) has framed several rules to implement Food Safety Modernization Act (FSMA), recognizing that ensuring the safety of the food supply is a shared responsibility among many different points in the global supply chain for both human and animal food. The Food Safety Modernisation Act (FSMA) rules are designed to make clear specific actions that must be taken at each of these points to prevent contamination. The webinar on Food safety and standards in Agri and allied sectors was organized with the objective of creating awareness on food safety standards, making participants to understand antibiotics residues in food chain and apply organic regulations in food chain management.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. K. MadhuBabu, Professor and Course Coordinator interacting with participants of the webinar

During the inaugural programme Dr. M. Jagan Mohan Reddy, Director, Extension Education Institute has addressed the participants and sensitized about the webinar and its importance. While speaking on the occasion Dr. Reddy has expressed that, ensuring safety of food is important and the same has been reiterated through 'One health' during G-20 summit. Food safety is also important for health, health care system, support tourism leading to sustainable development. There are ways to keep up food safety at individual and organizational level too. At individual level care has to be taken in handling and using the fruits and vegetables by keeping in view of the aspect of pesticide residues on them. All the stakeholders in

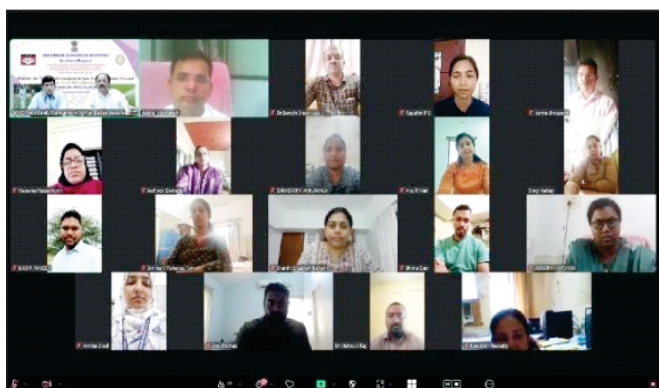
supply and value chain of food system should be sensitized to honor the protocols towards maintenance of Food safety standards in Agriculture & Allied sectors.

He further requested all the participants to organize brain storming sessions group discussions, training programmes etc., at village level for various stake holders to empower them on food safety standards in Agri and Allied Sectors and usage of optimum dosage of inputs.

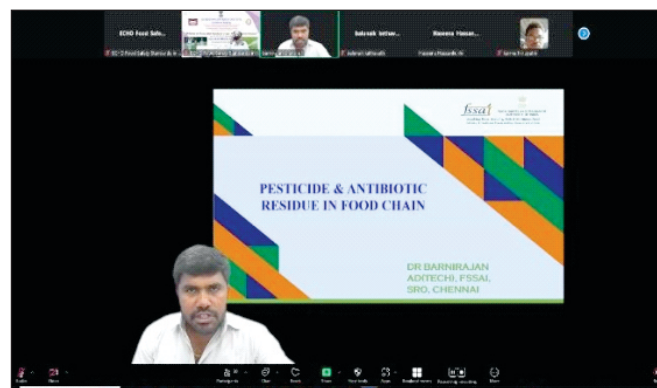
The two speakers of the webinar namely Sri Balu Naik Kethavath, Dy. Director (Technical), FSSAI, Hyderabad and Dr. S. C. Barnirajan, Asst. Director and Central Designated officer, Southern Region, FSSAI, Chennai have delivered topics on "Food Safety Standards and Regulations and "Pesticide and Antibiotic Residues in Food Chain and Organic regulations respectively.

A total of thirty seven (37) officers from client departments of Agriculture, Fisheries and Animal Husbandry representing the states of Kerala, Odisha, Karnataka and Telangana have participated in the Webinar. The participants were presented the cases reflecting food safety issues in their jurisdiction followed by the discussions with experts.

The programme was coordinated by Dr. K. Madhu Babu, Professor, EEI



Participants attending the webinar



Participants attending the webinar

Practices for Sustainable Forestry Sector

Extension Education Institute, Southern Region, Rajendranagar, Hyderabad has conducted a Webinar on Practices for Sustainable Forestry Sector on 13th November, 2024.

Sustainable Forestry Management can be viewed as the sustainable use and conservation of forests with the aim of maintaining and enhancing multiple forest values through human interventions. People are at the centre of Sustainable Forestry Management because it aims to contribute to society's diverse needs in perpetuity. The

United Nations describes Sustainable Forestry Management as a dynamic and evolving concept, that aims to maintain and enhance the economic, social and environmental values of all types of forests, for the benefit of present and future generations.

Dr. Swapnendu Pattanaik, Scientist G, ICFRE-Institute of Forest Biodiversity, Hyderabad one of the speakers of the webinar delivered the talk on Sustainable Forestry Concepts and Practices for Meeting Socio-economic and Environmental Goals. The presentation



focused on issues like Ecosystem Services (Goods & Services) from Forests, Evolution of Sustainable Forest Management, Implementing Sustainable Forestry Management – Geographic Scale, Need for Integrated and Multispectral Support, Role of Sustainable Forestry Management in achieving 2030 Agenda for Sustainable Development, Monitoring the Progress Towards Sustainable Forestry Management – Criteria & Indicators, Silvicultural Tools in achieving Sustainable Forestry Management, need of Innovations in Sustainable Forestry Management. The presentation specifies that, forest ecosystem offers the services like supporting, provisioning, regulating and cultural in nature. The wood based forest subsector contributed over 600 USD i.e 0.9 % of world's economy.

Worldwide, the forestry sector employs 13.2 million people in formal sector and 41 million people in informal sector. Sustainably managed forests has the potential to capture more amount of carbon from atmosphere thereby helping in climate change mitigation, SFM ensures adequate areas (Protection forests: forest in Eco sensitive zones, mountain tops) - managed specifically for biodiversity conservation, Forests help regulate water cycle, sustain water supply and maintain water quality. In 2015, United Nations Framework Convention on Climate Change (UNFCCC) reached a landmark agreement in Paris. This agreement encourages voluntary Nationally Determined Contributions (NDCs) – efforts by countries to reduce national emissions and adapt to impacts of climate change. Implementation of SFM – a continuous process that requires monitoring at different spatial levels and different certification types like ITTO, FSC, PEFC. Technological, Social, Policy & Institutional and Financial innovations are needed to boost Sustainable Forestry Management. Forests as carbon sink is important for climate change mitigation.

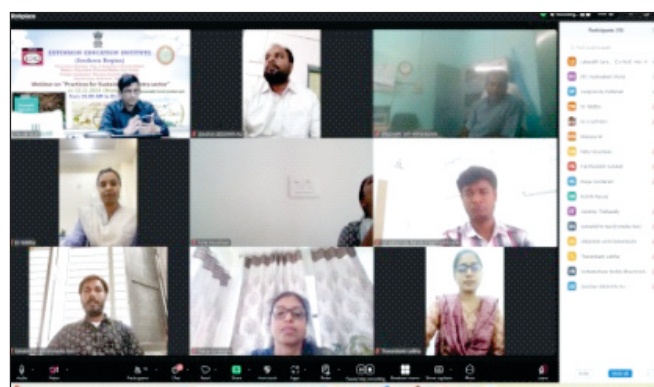
Later Dr. M. Jagan Mohan Reddy, Director, Extension Education Institute, Southern Region, Rajendranagar,

Hyderabad one of the experts has delivered the topic as part of the webinar on 'Extension Strategies for Promotion of Sustainable Forestry'. His presentation has underscored the importance of adoption of sustainable forestry practices in preserving the forests. The presentation has also highlighted the role of technology transfer plays a crucial role in achieving this goal, by promoting adoption of innovative methods that enhance forest management and conservation. The presentation has emphasised on the areas like need for sustainable forestry practices in the form of conserving biodiversity, protecting water resources, and mitigating climate change. challenges to adoption of new forestry methods, innovative technology transfer approaches like pilot projects, training and capacity building and knowledge sharing networks. community engagement and capacity building in the form of local knowledge and community ownership. leveraging digital tools and data analytics in the form of remote sensing, mobile applications, and data sharing platforms. incentivizing sustainable forestry adoption in form of financial incentives, market access and recognition and rewards. Incentivizing sustainable forestry adoption in the form of streamlining regulations, policy incentives, and collaboration and partnerships. scaling successful technology transfer models like replicating best practices and investing in education and research. The benefits of technology transfer for forestry are offered in the form of improved forest management, enhanced forest productivity, and increased economic benefits. Role of key stakeholders in forestry technology transfer are specified. Future trends in forestry technology-exploring advancements for sustainable forestry practices and strategies for advancing sustainable forestry through technology transfer (call for action) were illustrated in the presentation.

The participants got the answers from the experts for their questions on the concept of Sustainable Forestry Management.



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



Participants during training programme



Eighteen (18) middle level extension officials of departments of agriculture and allied sectors of Kerala, Odisha, Karnataka and Telanganastates were participated in the webinar.

Dr. M. Jagan Mohan Reddy, Director, Extension Education Institute, Southern Region, Rajendranagar, Hyderabad has conducted the webinar

Role of Women Entrepreneurs in Transforming Agriculture a celebration of Mahila Kisan Diwas - 2024

Extension Education Institute, Rajendranagar, Hyderabad has organized a Webinar on Role of Women Entrepreneurs in Transforming Agriculture on the occasion of Mahila Kisan Diwas on 15th October, 2024 (Tuesday) for the benefit of the Middle level Extension Officials of the South Indian sates and Union Territories like Andaman and Nicobar Islands, Lakshadweep and Puducherry.

The context for organizing the webinar was- According to a report by National Sample Survey Office (NSSO), in India, about 46.0% of the agricultural workforce is female, but only 13.0% of rural women are engaged in entrepreneurship. While there is no specific data available on the percentage of women entrepreneurs related to agriculture in India, it is estimated that a significant number of women entrepreneurs in rural areas are involved in agriculture-related businesses such as farming, food processing, and handicrafts. The Indian government has also launched various schemes and programs to encourage and support women's entrepreneurship in agriculture. Women entrepreneurs are vital to the transformation of agriculture and can play a key role in achieving sustainable growth.

Dr. M. Jagan mohan Reddy, Director, EEI, Hyderabad congratulated all the farm women of the country for their relentless efforts in contributing for the development of Agriculture and its landscape at national level. Farm women are known for conserving germplasm, primary processing, grading and preserving ITKs.

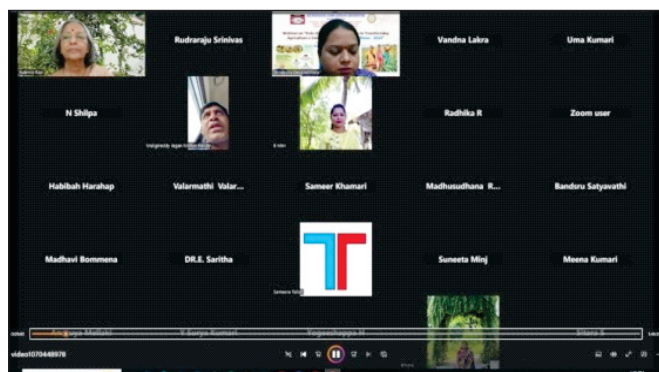
The Speaker of the webinar on the eve of Mahila Kisan Diwas was Dr Vijay Rukmini Rao, Secretary, Gramya Resource Centre for Women and National Facilitation Team, Member, MAKAAAM (Mahila Kisan Aadhikar Manch). Dr. Rukmini Rao delivered her talk on "Understanding the status of women farmers today and their possibility to transform the agriculture landscape" followed by interaction with the participants. Where she expressed that today while we celebrate women farmers' day and their contribution in feeding the nation, we need to recognize the barriers they face to develop their lands, their eco system and women farmers are moving ahead in spite of the structural barriers they face themselves and illustrated critical issues like, establishing women's control over Household land, women maintaining bio-

diversity, educational background of farm women, farm women religion and caste, farm women access to irrigation, how women carry out multiple jobs in a day and in addition carry out 3 to 4 hours of unpaid house work and unpaid care work, Indebtedness faced by farm women, women health & nutrition and Work place violence of the farm women etc. and suggested a way forward for the empowerment of the farm women.

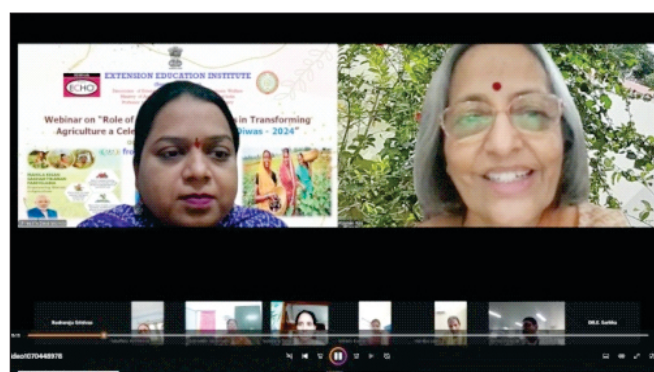
Woman entrepreneurs are expected to play the role of a home maker as well as pushed to find successful ground as a business women, both of these roles often clash with each other, adding more into the basket of challenges faced by women. Moreover, when compared to male counterparts, they are prone to face more problems while running their business. This webinar aimed to highlight the existing scenario of women enterprises in reference to the southern states of Telangana. Hence on this occasion seven women entrepreneurs were Smt. Ganji. Aruna, Smt. JallaJyothi and Smt. N. Shilpa from the department of sericulture, Telangana and Smt. R N Jana Bharathi, Smt. Rajeswari, Smt. M. Praveena and Smt. T. Monisha from Department of Agriculture, Tamilnadu were awarded with appreciation certificates.

Thirty five (35) no. of middle level extension officials of Agriculture, Horticulture, Engineering Animal husbandry and Dairy Development of Telangana, Andhra Pradesh, Karnataka, Odisha, Kerala and Andaman & Nicobar participated in the webinar. The trainees also submitted the feedback in the circulated Google form to assess the effectiveness of the webinar. Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad coordinated the webinar.

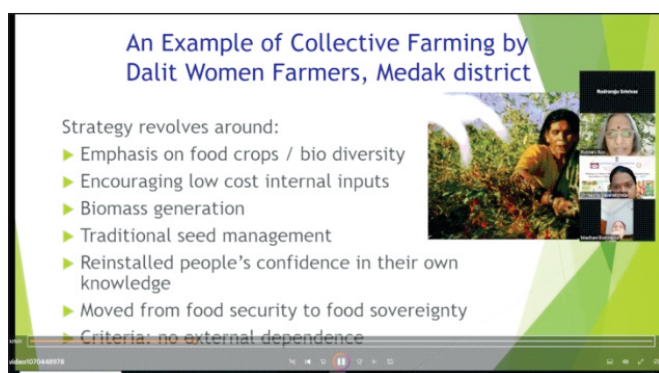
The feedback on the webinar has highlighted that participants got many solutions for addressing the gender disparities in agri and allied sectors. Especially they got sensitized and enhanced their knowledge on the challenges of the farm women like expanding women's rights and access to productive resources (land, water, forest etc), formulation of a comprehensive State agriculture policy, putting in place comprehensive skilling and employment programmes for women, strengthening Social Security for women in agriculture, addressing violence against women (domestic and workplace violence) in agriculture.



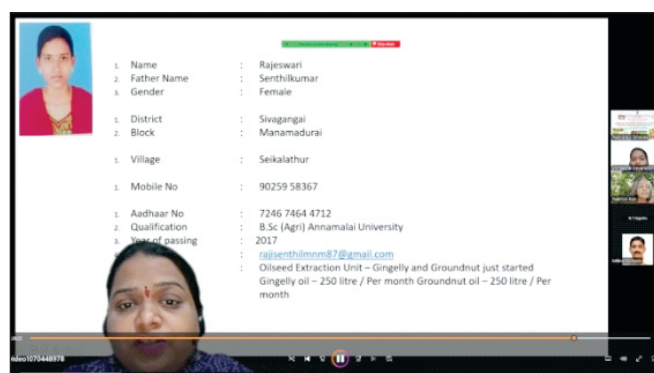
Dr. M. Jagan Mohan Reddy, Director, EEI along with Dr. Vijaya Rukmini Rao, Guest speaker and Dr. D. Shireesha, Asst. Professor and Course Coordinator addressing participants during Inaugural Programme



Interaction with Participants during Inauguration



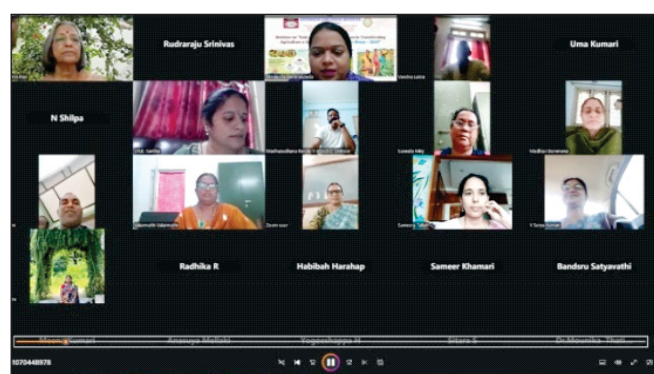
Presentation by Dr. Vijaya Rukmini Rao, Secretary, Gramya Resource Centre for Women and National Facilitation Team, Member, MAKAM (Mahila Kisan Aadharik Manch).



Presentation on contributions of the women entrepreneurs by Dr. D. Shireesha, Asst. Professor and Course Coordinator, EEI



Certificate distribution to the selected women entrepreneurs



Feed back on the webinar by the participants

Director

Extension Education Institute (Southern Region)

Directorate of Extension, Department of Agriculture & Farmers Welfare
Ministry of Agriculture & Farmers Welfare, Govt. of India
PJT Agricultural University, Rajendranagar, Hyderabad - 500 030
Phone : 040-24015368
Email: eeihyd1962@gmail.com

Published by: **Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad**

Edited by: **Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad**

Laser Typesetting and Printing at PJT Agricultural University Press, Rajendranagar, Hyderabad - 500 030