

**Venue** ICAR-Indian Institute of Rice Research (DRR), Rajendranagar, Hyderabad-30

**Duration**

21-30 November, 2017 (10 days)

**Faculty**

The scientists from, IIRR and guest faculty from NAARM, NIRD, CDS, TISS, PJTSAU and MANAGE would form the resource persons of the training course.

**Lodging and Boarding**

Lodging and Boarding facilities would be provided on sharing basis free of cost to the participants at IIRR Campus. They are requested not to get family members as accommodation is strictly meant for participants only. No DA will be paid to the participants by the organizers.

**Travel Expenses**

Travel allowance to the participants will be paid as per their entitlement for the class of travel, restricted to the maximum of AC II tier fare by the shortest route. Participants are required to produce receipts/ tickets in support of their claim. The reimbursement will be made as per ICAR guidelines.

**Application and registration**

The participants' should apply for the short course through the online CBP Portal <http://iasri.res.in/cbp> or under the link Capacity Building Program at <http://icar.org.in>. After filling the online application the participant needs to take the print out of the application/registration form and get it approved by the competent authority of the respective organization. Finally the scanned copy of the application has to be uploaded in the CBP portal. In case of any difficulty, feel free to contact the Course Director.

**Registration Fee**

There is no course fee, however a non-refundable registration fee of Rs.50/- (Rupees Fifty only) is to be paid by way of a Postal Order (drawn in favour of ICAR -IIRR payable at Hyderabad)

**Important Dates**

Last date for receipt of applications: **October 4, 2017**

Intimation of selected candidates: **October 15, 2017**

Confirmation of participation: **October 31, 2017**

**Course Director**

Dr. Amtul Waris

**Course Coordinators**

Dr. Shaik N. Meera, Dr. S. Arun Kumar,  
Dr. B. Nirmala and Dr. P. Muthuraman

**Location**

IIRR is located at Rajendranagar near Professor Jayshankar Telangana State Agricultural University (PJTSAU) campus, Rajendranagar on the Himayatsagar Road (~ 1 KM away from Rajendranagar). It is located at an approximate distance of 12 Kms from Hyderabad International Airport, 13 Km from Nampally Railway Station and Kacheguda Railway Stations, 12 Km from Mahatma Gandhi Bus Station and 23 Km from Secunderabad Railway Station and can be reached by local bus (# 94H, 94R, 95R, 92 and 95L) or taxi or auto rickshaw.



**Address for correspondence**

**Course Director**

Dr. Amtul Waris

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ICAR-Short course

On



**New extension approaches for inclusion of Rural Youth, Small holder farmers and integration of MGMG activities with ongoing extension programs**

**21-30 November, 2017**



Organized

By

**Indian Institute of Rice Research  
Rajendranagar, Hyderabad-500030**

Sponsored

By

**Indian Council of Agricultural Research,  
Ministry of Agriculture & Farmers Welfare,  
Govt. of India**

## Background

Small farmers continue to play a key role in feeding the world's projected 9.1 billion people. Farmers in developing countries need a range of skills in order to improve their livelihoods. They need to get organized into groups, understand how to use their natural resources in a sustainable way, and market their produce profitably and effectively. They also need to manage their finances, save money and organize credit, all while identifying, testing and adopting innovations.

On the other hand, as per the census 2011, around 41 percent of India's population is below the age of 20 years. In 2011-12, among all rural male workers employed in Agriculture, 50.3 per cent were youth. Among all rural female workers employed in Agriculture, 53.1 per cent were youth. So the Indian agriculture is increasingly becoming youth driven agriculture. The business as usual is being questioned in every dimension of agriculture and allied sectors. This gives all the stakeholders an opportunity to innovate and promote technologies that redefine the whole supply chain management.

To crown it all, collective action in the form of Farm Producers Organizations (FPOs), Self Help Groups (SHGs) is helping farmers to have better bargaining power and terms of trade. Innovation systems in extension service delivery involving these grassroots organizations will form key to future success.

The ICAR has recently initiated Mera Gaon Mera Gaurav (MGMG) that envisages multi disciplinary scientist groups to "adopt" few villages and work towards empowerment of farming communities. This warrants innovative extension methods for providing faster, cheaper and better extension services at the door steps of farmers.

Exposure to the state of art and practically applicable new extension methods is key to the success of extension systems. This necessitates the extension professionals and scientists involved in impact acceleration work at grassroots level to equip with new skills and techniques.

New approaches to extension service delivery are needed that stimulate increased agricultural production, contribute to collective action and which also foster the emergence of agricultural innovation systems. In this backdrop, ICAR- Indian Institute of Rice Research, Hyderabad is organizing a short course on Short course New extension approaches for inclusion of Rural Youth, Small holder farmers and integration of MGMG activities with ongoing extension programs during 21-30 November, 2017 at its campus located in Hyderabad. This will be an excellent opportunity to all those who are into extension profession and having a passion to adopt innovative concepts into their context. The short course encompasses a cafeteria of theory and practical sessions that are designed to empower the participants with the new ways of doing extension.

For every emerging extension effort that has relevance to Indian context, principles to practical applications are dealt during this short course. We are trying to provide a whole range of applications embedded into the training such as ; Digital extension strategies to traditional extension methods, innovations systems to integrated value chain management, Government-funded agricultural extension systems to partnership models, specific extension efforts under CSR (corporate social responsibility) to gender sensitive planning etc..

## Objectives

- To acquaint the participants with the recent developments in extension approaches to help farmers to access information, innovate and strengthen their capacities to solve problems.
- To develop understanding about the process to bring synergy between public, private, research, NGO efforts and development schemes to help the farming community to improve their livelihoods and well-being..

## Methodology

The participants would be familiarized with the latest concepts, methodologies the desirable features of extension and advisory services (EAS), how to adapt new approaches to extension to the way farmers learn, pluralistic extension, with roles for the public, private, NGO, and PO sectors. Brainstorming, Lectures, Case studies, Hands-on experience and Daily summary-things I learned would be the approach during the training course..

## Course contents

- Pluralistic Extension in Indian Context. SWOT Analysis
- Assessing capacity needs of Extension personnel and Formulating Micro strategies
- Digital Extension Strategies: Practical Applications at field level
- The Neuchatel Initiative on Agricultural Extension and Advisory Services (EAS)
- Crop Check as a Participatory Extension: Matrix to Metrics
- "ASK ME" extension framework
- Bringing gender perspectives to extension systems management : Emerging Tools
- Adjusting extension models to the way farmers learn: Its Other Way Round
- Climate Resilience with better, faster and cheaper solutions
- Input Supply Advisory Services :Linking agro-industries and markets to farmers
- Village adoption template for Mera Gaon Mera Gaurav program: Extension basket
- Agri- tourism as a way to doubling the farmers income
- Promoting local food movement- Organic Extension?
- Value chain for Health and income generation
- Custom hiring centres principles and schemes of Government of India
- Agri-Start ups-principles and funding sources

## Clientele

The training program is specially designed for scientists of ICAR, Faculty of Agricultural Universities not below the rank of Assistant Professor or equivalent from SAUs/ CUs/ DUs/ ICAR/ National Institutes/ SMS of KVVs, having minimum two years of experience, in the disciplines of Agriculture/ Horticulture and allied Sciences are eligible to apply. The A total of 25 candidates will be selected for this course. The selection of the candidates will be made by a Screening Committee as per the available guidelines of the ICAR.