



ε - NEWS LETTER

INTERNATIONAL SOCIETY OF EXTENSION EDUCATION

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President's Message



Dr. K. Narayana Gowda

INSEE is successfully completing three decades of professional journey continuously serving the cause of extension professionals and farming community by organizing appropriate seminars, workshops, conferences, webinars and by publication of Journal besides recognizing and encouraging the Internationally known renowned Extensionists.

Society is bringing out for the first time NEWS LETTER at the initiative of Founder INSEE, Dr. R.R. Sinha to reach the professionals more often with important happenings at INSEE in particular and other extension based organisations in general to inspire and serve all the stake holders.

Time has come to revisit on the functioning of extension system on how to effectively address all the stake holders. It is appropriate to recall the statement made by our first Prime Minister of India, Late Pandit Jawarharlal Nehru that "Everything can wait but not Agriculture" has become more relevant now than ever before. Due to COVID-19 Pandemic, every sector across the globe are affected including Education but interestingly not Agriculture. Even the reversal migration of youth has taken place to villages to take up farming. The Ministry of Agriculture and Farmers Welfare, GOI has reported last year that one of the reasons for increased farm production is due to reversal migration. Yet other development in the recent years is increase in literacy rate across the globe particularly in developing countries. Empowerment of farmers effectively through individual or group approaches are becoming impossible day by day due to the impact of pandemic and other natural calamities in recent days, increase in number of farm holdings, demand for Hi-Tech agriculture, newer farm technology, more educated youth evincing interest in farming and above all decline in manpower at the grassroot level demand for timely reach of technology.

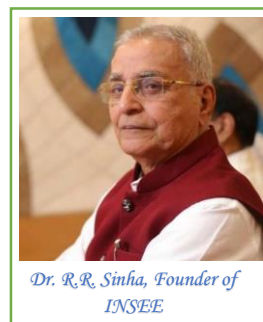
Although ICTs have played an important role in dissemination of technology to farmers in the last decade but need to be revisited in the current context. The rapid advancement of ICTs, portals and APPS today are effective in providing real learning situation to inform, empower, enthuse and inspire adoption of technology not only among younger generation but

also the practising farmers through mobile, online meetings and internet

technology besides other recent modern gadgets. ICTs can play major role in dissemination of timely farm technology quickly and effectively to all those needy farmers even in remote areas, agri entrepreneurs and service providers for both inputs and outputs. Keeping all these developments, it is time for the extension Scientists to focus on the effective dissemination of technology through strategic research in ICTs and pooling of experiences across the globe to empower farmers to increase their income and ensure sustainability. I wish NEWS LETTER will fulfil the aspirations of all the fellow Extensionists.

About INSEE

The idea of establishing the International Society of Extension Education was mooted by Dr. R.R. Sinha the then Professor of Extension Education, College of Agriculture, Nagpur in the year 1983. During the National Seminar organized by Indian Society of Extension Education, New Delhi in December, 1992. The idea was very well received by the delegates across the country and abroad. INSEE was established in the year 2003 and thus presently there are 572 life members from different countries namely India, USA, Philippines, South Korea, The Netherlands, Nepal, Pakistan, Iran, Bangladesh, Nigeria, Kenya, Liberia and Malawi.



Dr. R.R. Sinha, Founder of INSEE

The fundamental objective of International Society of Extension Education (INSEE) is to work for the development of the discipline of Extension Education. For this purpose, the society works towards greater sensitization and collaboration of Extension Scientists, Research Scholars, Policy makers, Extension Administrators, Developmental Agencies and Workers, Farmers & Farm Women on the basic issues for promotion of Extension Education through advancement in knowledge and techniques.

INSEE promotes Research in Extension Education and Rural Development by Organizing Conferences, Seminars,

Workshops and Training Programmes and Publishing the Research Journal.

The first issue of the International Journal of Extension Education was released at National Seminar held at UAS, Bangalore in 2005.

Events Organized by INSEE since its inception

- 1) International Seminar on "Strategies for Improving Livelihood Security of Rural Poor" held at ICAR Research Complex, GOA, India on 24-27 Sept. 2008.
- 2) International Conference on "Improving Approaches for Agricultural Knowledge Management" held at NASC Complex, New Delhi, India on 9-12 Nov. 2011.
- 3) National Seminar on "Futuristic Agricultural Extension for Livelihood Improvement and Sustainable Development" held at ANGRU, Hyderabad, India on 19-21 Jan. 2013.
- 4) International Conference on "Extension Education Strategies for Sustainable Agricultural Development : A Global Perspective" held at UAS, GKVK, Bangalore, India on 5-8 Dec. 2013.
- 5) Global Social Science Conference on "Management of Sustainable Livelihood System" held at OUAT, Bhubaneswar, India on 14-17 Feb. 2015.
- 6) International Conference on "Doubling the Income of Farmers of SAARC Countries : Extension Strategies and Approaches" held at Kathmandu Nepal on 20-23 Sept. 2018
- 7) International E-Conference on "Market Led Extension Management : Focus on Covid-19" held online from CCS, NIAM, Jaipur, India on 17-18 Oct. 2020.

International Conference held at Nepal

International Conference on "Doubling the Income of Farmers of SAARC Countries : Extension Strategies and Approaches" was at Kathmandu, Nepal in coordination with Department of Agriculture, Government of Nepal. During 20-23 September 2018. The Conference was inaugurated by Hon'ble Prime Minister of Nepal Shri. K P Sharma Oli. Smt. Chakrapani Khanal, Minister of Agriculture, Land Management & Cooperatives and Ram Kumari Chaudhary,



Inaugural address of Shri. K. P. Sharma Oli, Hon'ble Prime Minister of Nepal

State Minister of Agriculture, Land Management & Cooperatives in Federal Government of Nepal were also present on the occasion.

Dr. Ashok Dalwai, CEO, National Rainfed Area Authority and Chairman, Committee on Doubling Farmers' Income, Government of India, New Delhi delivered key note address on Extension Services to achieve Doubling of Farmers' Income in SAARC Countries. Dr. Yogendra Kumar Karki, Joint Secretary, Ministry of Agriculture and Livestock Development (MoALD), Kathmandu, Nepal presented his lead paper on Policy Reform on Agriculture and Food Security: Unitary to Federal System of Nepal. More than six hundred delegates from SAARC countries participated and presented their paper on this occasion.

Lifetime achievement award was conferred on Dr. V. R. Kubde, Former Director of Extension Education, Dr. PDKV, Akola, Maharashtra and Prof. K. M. Jayaramaiah, Former Registrar, besides Prof. & Head Extension Education, UAS, Bangalore for their services to Extension Education discipline.



Dr. V. R. Kubde, receiving Lifetime Achievement award by the hands of Hon'ble Prime Minister of Nepal

During the General Body Meeting of INSEE Dr. K. Narayana Gowda was unanimously as President of International Society of Extension Education. Congratulations to Dr. Gowda.



Dr. K. Narayana Gowda, newly elected President of INSEE, addressing GBM

Recommendations of E-International Conference held at Jaipur, India

Online International E-Conference on "Market Led Extension Management : Focus on Covid-19" was held during 17th-18th October, 2020 at NIAM, Jaipur and following recommendations are emerge.

The conference was organized with the joint efforts of International Society of Extension Education (INSEE), Nagpur and CCS-National Institute of Agricultural Marketing (CCS-NIAM), Jaipur, India. The recommendations emerged from six technical sessions conducted during International e-Conference are as follows:



President & Vice-Presidents of INSEE during inauguration of E-Conference

1. Database on Agriculture and Allied sectors needs to be generated annually on country's domestic requirements, opportunity for processing, storage and special focus on export. Data can be generated using locally existing gross root level institutions such as Milk Producers Cooperative Societies (MPCS) and other such institutions with ICT tools. This approach will be helpful to provide assured and profitable price to farmers besides increasing huge foreign exchange earnings.

2. Empowering farmers and promoting appropriate farm enterprises to be taken up in all 127 agro-climatic zones of the country to realize maximum production potential and high quality produce including export quality, reduction of post harvest losses besides efficient use of natural resources. Introduction of incentives and disincentives to take up advocated desired enterprises across all the Agro-Climatic Zones is essential to regulate size under advocated enterprises. This initiative becomes basis for regulating the production area besides better management of pests and diseases.

3. Essential to promote appropriate integrated farming models to every farmer since the number of small and marginal farmers contribute more than 90 per cent to minimize risks and uncertainties against drought, flood, earth quake and other natural calamities.

4. Need based value addition and processing in all the farm produces of the country to be promoted for increasing the income of farmers for creating more employment opportunities in the rural areas to minimize wastages, improve export opportunities and enhance GDP contribution from agriculture and allied sectors to the national economy. Comprehensive support system is the need of the hour to take up VAP in large scale across the country. This is the major opportunity to double the income of farmers.

5. Strong Extension Education system integrating public and private institutions linkages from production to market and income orientation, value chain development and effective

marketing linkages needs to be strengthened. There is need to reduce the research-extension gap at farmers field and to effectively promote IPM, INM, IPNM and other new technologies among farmers. Promotion and sustenance of all farmers' based organizations such as FPO's for profitable production is needed. Farmers organizations need to be supported for their sustained functioning.

6. Need for organizing nationwide e-literacy campaign programmes by involving specific demonstrations on use of e-tools/ICTs to make it easy for the farmers to increase the usage both for production and marketing.

7. Market Led Extension Management need to take up empowerment of value chain in marketing addressing end to end issues besides post harvest losses. Majority of small and marginal farmers prefer to sell their marketable surplus in villages itself to minimize the cost involved in packaging and transportation. The MPCS and Panchayat and other grass root level facility existing in country side should be utilized for procurement by creating optimal infrastructure facilities. The techniques for good marketing practices like grading, sorting, packaging, labeling, branding etc. to be inculcated among small and marginal farmers. All MSP declared farm produces to be procured at Panchayat level to avoid middle men, transparency in weightment and payment incorporating management strategies.

8. Transportation, storage and cold storage facilities need to be strengthened at the production hubs to handle the marketing activity effectively. Also need to provide effective and real time information to the growers to take right decision. Focus to create farmers producers groups to establish the good market linkages with the processors and other businesses and increase the bargaining power of farmers by creating awareness about market activities besides minimizing overhead costs.



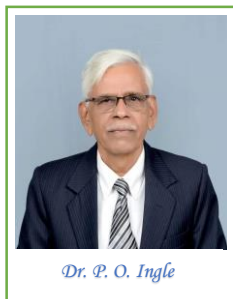
Dr. Ashok Dalwai, CEO, National Rainfed Area Authority & Chairman Committee on Doubling Farmers Income, GOI

9. Contract farming should be promoted where India has great advantage for exports particularly for spices and other farm enterprises in different regions of the country where best export quality can be realized with strong backward and forward linkages support.

10. There is steep increase in cost of production as well as on value addition and processing of farm produces due to 18 percent GST. Therefore, GST to be kept at 2 percent and the annual budget for the Agriculture and allied sectors to be

increased to minimum of 20% of the total budget both by state and the center to make Farming attractive vocation.

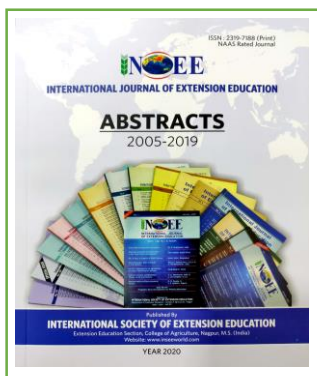
Appointment of Chief Editor



Dr. P. O. Ingle

Dr. P. O. Ingle, Former Head & Director of Extension Education, Dr. PDKV, Akola and Consultant NHM, Government of Maharashtra has been appointed as Chief Editor of INSEE publications from 2020. He replaced Dr. V. R. Kubde who served as Chief Editor from 2005 to 2020. Under the leadership of Dr. Ingle,

Editorial Board of INSEE has published Abstract Book-2020 having abstracts of International Journal of Extension Education from 2005 to 2019, INJEE research journal issue XVI December 2020 and he initiated the first issue of E-Newsletter.



Awards, rewards and achievements of INSEE Members

Appointment of Agriculture Secretary, Nepal



Dr. Y. K. Karki

Dr. Yogendra Kumar Karki, recently appointed as Secretary, Ministry of Agricultural and Livestock Development, Government of Nepal. He is Vice-President of INSEE and alumnus of UAS Bangalore, India. INSEE congratulate him for his achievement.

Dr. B.H. Jain Award of CHAI – 2020



Dr. V. V. Sadamate

Dr. V. V. Sadamate, Former Advisor (Agri.) Planning Commission, Government of India, New Delhi was conferred on 28th May 2020 with Dr. B. H. Jain Award 2020 of Confederation of Horticulture Associations of India, New Delhi, in recognition of the excellence in knowledge

dissemination for the extension workers and teachers in agriculture. INSEE congratulates Dr. Sadamate for the achievement. Dr. Sadamate has also been nominated by

Hon'ble Governor of Uttarakhand as member of Management Council of Govind Ballabh Pant University of Agriculture and Technology, Pantnagar in the category of Eminent Agriculture Scientist for the tenure of three years.

Dr. P. Chandra Shekara, appointed as Director General, MANAGE, Hyderabad

Extension professionals to feel proud. Recently, Ministry of Agriculture & Farmers welfare, GOI, appointed Dr. P. Chandra Shekar as DG MANAGE. Who is the Vice President of INSEE. The post was held since inception over three decades by bureaucrats. Prior to this, he was appointed as DG, NIAM, Jaipur. He was the first



Dr. P. Chandra Shekara

Extension Professional to occupy this responsibility which was also held by bureaucrats over three decades. These are Milestones of an Extension Professional who is always cool calm, devoted & dedicated to the profession. With in 10 months of taking over as DG MANAGE, Dr. P. Chandra Shekar has initiated many innovative activities in the Institute. Recognition to young Extensionists by instituting Best theses awards for M.Sc. & Ph.D. in Agriculture Extension in the country besides three awards for best Books in Agriculture Extension. In addition to recognition for Agri Entrepreneurs. Recently he has initiated International collaboration with Michigan State University, USA. INSEE wishes him and his team with many more such innovative initiatives.

Call for research paper

Life Members, Researchers and Scholars are requested to send good quality papers to publish in December 2021 issue of International Journal of Extension Education. Please follow the guidelines for author given on website www.inseeworld.com. You may contact and or submit soft copy to editor.injee@gmail.com

Appeal for news

INSEE members are requested to send important news related to their work and achievements along with good quality photographs for the ensuing issue of **e-newsletter**

Appeal for Life Membership

All Agriculture & Social Scientists are requested to become life member of INSEE. Follow the guideline mentioned in the INSEE website.

Capt. Dr. L. B. Kalantri, Secretary General, INSEE

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