

#### Correspondence regarding seminar

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**Accommodation:** Dr. Raj Singh Kushwaha, Programme Coordinator, KVK, Gwalior, Mobile:09575336761, Email: [kushwah.raj.singh@gmail.com](mailto:kushwah.raj.singh@gmail.com)

**Date of Seminar: February 26, 27 & 28, 2015**

**Venue: Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya (RVSKVV), Opposite Mela Ground, Race Course Road, Gwalior-474002 (MP)**

#### Important dates

1. Receipt of Abstract	15.01.2015
2. Receipt of full length paper	22.01.2015
3. Application/Nomination for Awards	25.01.2015
4. Registration fees remittance	15.02.2015

#### Registration fees

Scientists and delegates life member	Rs. 3000
Scientists and delegates Non-Member	Rs. 3500
Students/retired scientists	Rs. 1000
Accompany person	Rs. 1000
Foreign delegate	US \$ 75

Registration fee should be sent to ISEE office in advance by Demand Draft in favour of Indian Society of Extension Education payable at New Delhi or paid in cash at ISEE registration counter, Seminar venue, Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya, Gwalior, (M.P.)

#### How to reach:

The city of Gwalior in MP is well connected by road, rail and air. The University campus is located at a distance of 4 km from Gwalior Railway station. Bhopal Shatabdi from New Delhi and many other trains are passing through Gwalior. It is well connected through different rails. City buses, taxi and tempo are available all the time to reach the venue.

#### Weather:

The temperature of the city during the month of February is very pleasant and will vary from 20 degree C to 30 degree C. The overall climate varies from semi arid to sub humid with hot summer, cool and dry winter and 600-1000 mm mean rainfall.

#### Accommodation:

The accommodation will be arranged at the International Guest House of the Vishwa Vidyalaya at nominal charge, for which advance information is essential. For accommodation Please contact to Dr. Raj Singh Kushwaha, (Mob.No. 09575336761, e-mail: [kushwaha.raj.singh@gmail.com](mailto:kushwaha.raj.singh@gmail.com)). The accommodation may be provided in the city with tariff charge of Rs. 2000/- per head per day. One day advance tariff is requested.

#### NATIONAL ORGANIZING COMMITTEE

**Patron:** Prof. A.K.Singh, Vice Chancellor, RVSKVV, Gwalior (MP)

**Chairman:** Dr. Baldeo Singh, President, ISEE & Former Joint Director Extension (IARI)

**Co-Chairman:** Dr. Kartar Singh, Vice-President (ISEE) & Ex-Head (CATAT), IARI, New Delhi  
Dr. S. S. Tomar, Director of Extension, RVSKVV, Gwalior (MP)

**Convener:** **Dr. K. L. Dang,** Vice-President ISEE & Professor, Department of Extension Education, Rajasthan College of Agriculture, MPUA&T, Udaipur, Rajasthan

**Dr. U.S. Gautam,** Vice-President ISEE & Principal Scientist, Zonal Project Directorate (ICAR), Zone VII, JNKVV Campus, Adhartal Jabalpur (M.P.)

**Dr. G. Eswarappa,** Vice-President ISEE & Technical consultant Department of Horticulture, Govt. of Karnataka

**Dr. C. Satapathy,** Vice-President ISEE & Former Dean, OUA&T, Bhubneswar-751003, Odisha

**National Organizing Secretary:** Dr. Baldeo Singh, President, ISEE & Former Joint Director Extension (IARI), New Delhi

**Organizing Secretary:** Dr. M.M.Patel, Prof. and Head, Deptt. of Extension Education, RVSKVV, Gwalior (M.P.)

#### Co-Organizing Secretaries:

Dr. O.P.Daipuria, Professor Deptt. of Extension Education, RVSKVV, Gwalior  
Dr. Raj Singh Kushwaha, Programme Coordinator, KVK, Gwalior  
Dr. Shobhana Gupta, Dy. Director of Extension, RVSKVV, Gwalior  
Dr. Prabhaker Sharma, Scientist (Extension Education), RVSKVV, Gwalior  
Dr. Y.D.Mishra, SMS (Ext.) Directorate of Extension, RVSKVV, Gwalior  
Dr. R. N. Padaria, Chief Editor (ISEE) & P.Sci. (Agril. Extension), IARI, New Delhi  
Dr. B. K. Singh, Secretary (ISEE) & Head (CATAT), IARI, New Delhi  
Dr. Raksh Pal Singh, Joint Secretary (ISEE) & Assoc. Dir. (Extn.) SVPUA&T (U.P.)  
Dr. Anjani Kumar, Treasurer (ISEE) & Programme Coordinator (KVK), IARI  
Dr. Vijay Pal Yadav, Editor (ISEE) & PS (KVK) Faridabad, Haryana  
Dr. S. B. Tambi, Dean College of Agriculture, Sehore (MP)

#### Publication

Dr. Baldeo Singh, President, ISEE & Former Joint Director Extension (IARI)  
Dr. M.M.Patel, Professor and Head, Deptt. of Extension Education, RVSKVV, Gwalior (M.P.)  
Dr. R. N. Padaria, Chief Editor (ISEE) & P.Sci. (Agril. Ext.), IARI, New Delhi  
Dr. Shobhana Gupta, Dy. Director of Ext. Directorate of Extension, RVSKVV, Gwalior, (M.P.)  
Dr. Y.D.Mishra SMS, (Ext.) Directorate of Extension, RVSKVV, Gwalior, (M.P.)  
Er. Mukesh Singh (ISEE), IARI, New Delhi

#### Registration Form

#### ISEE National Seminar – 2014

**Extension Innovations and Methodologies  
for Market- Led Agricultural Growth and Development**

**February 26, 27 and 28, 2015**

1. Name (in block letters) .....
2. Designation and Mailing Address .....
- Pin .....
3. Telephone / Mobile No. ....  
Fax .....  
E-mail .....
4. Registration Fee (Rs.) .....
5. Draft No. and Date .....  
Amount (Rs.) .....
6. Title of Abstract/Paper .....
7. Abstract/Paper (2) copies with CD or E-mail enclosed .....
8. Place and Date .....

Signature

#### Accommodation Request Form

1. Name (in block letters) .....
2. Designation and Mailing Address .....
- Pin .....
3. Telephone / Mobile No. ....  
Fax .....  
E-mail .....
4. No. of accompanying persons with detail .....
5. Travel Plan .....  
Date & mode of arrival .....  
Date & mode of departure .....
6. Place and Date .....

Signature

## ISEE NATIONAL SEMINAR

**EXTENSION INNOVATIONS AND  
METHODOLOGIES FOR MARKET- LED  
AGRICULTURAL GROWTH AND DEVELOPMENT**

**February : 26, 27 and 28, 2015**



#### Venue

Rajmata Vijayaraje Scindia Krishi Vishwavidyalaya  
(RVSKVV) Gwalior, MP

#### Organized by

Indian Society of Extension Education,  
Division of Agricultural Extension  
IARI New Delhi-110012



#### In collaboration with

Department of Extension Education,  
Rajmata Vijayaraje Scindia Krishi  
Vishwavidyalaya (RVSKVV), Gwalior (M.P.)



Foundation for Action Research  
and Development



#### Supported by

Indian Council of Agricultural Research



**EXTENSION EDUCATION**  
Science Technology Development





## ISEE National Seminar – 2014

### Extension Innovations and Methodologies for Market- Led Agricultural Growth and Development

#### Prologue/Prelude:

The country has long back moved from subsistence agriculture to intensive agriculture with higher production and profitability. Recently Government of India shifted its focus and emphasis to commercial agriculture and agricultural exports. The science and technology development in agriculture has opened tremendous opportunities for income and employment generation. This demands a market-led agriculture strategy to facilitate development of local capacity to exploit the opportunities of scientific agriculture for better socio-economic order. There are problems of surplus as well as sustainability. Therefore, there is need to promote diversification, value addition & processing and innovative marketing of agricultural products nationally and globally. The farm households, environment, satisfaction and prosperity are the top most agenda for all round development of the rural community. The empowerment and development of rural people and sensitization of research and extension systems about their roles and contributions are important for sustainable growth in agriculture. The present agricultural production system is highly competitive, particularly when a number of events are taking place simultaneously including issues of marketing. Agri-business management including efficient marketing systems and risk management are the keywords of today's agriculture. Keeping these in view, the National Seminar 2014 on '**Extension Innovations and methodologies for market-led agricultural growth and development**' is designed to provide a right forum for scientists, research scholars, students, development agents, farmers, policy makers, administrators and NGOs to share their experience and expertise to support holistic sustainable development in agriculture.

#### The ISEE

The Indian Society of Extension Education was founded with the mission to advance the cause of extension education on 12th June, 1964 at Division of Agricultural Extension, IARI, New Delhi-12 as its national headquarter. It has its local chapters in different states including MP. Presently, there are more than 1800 life members spread over India and abroad. The Society publishes quarterly research journal entitled, **Indian Journal of Extension Education** since 1965. The Society organizes national and international seminars, symposia, workshops and conferences on agricultural topics of national importance. The society has also brought out several proceedings, souvenirs, seminar recommendations and books on nominal cost. The website of the society is 'www.isee.org.in'.

#### The RVSKVV

The Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya (RVSKVV), located in Gwalior, was established in 2008, under the rules and regulations laid by the Government of Madhya Pradesh. The working sphere of RVS Krishi Vishwa Vidyalaya is spread over 25 districts of Madhya Pradesh, comprising six colleges, out of which four cater to students pursuing agriculture and the others offer Horticulture and Veterinary Science and Animal Husbandry courses. RVSKVV was set up with the purpose of growth and development in the field of agriculture, livestock production in the state and optimization of profit. The University provides various undergraduate and postgraduate courses in Agriculture, Veterinary Science, Horticulture and Animal Husbandry. The university is set to impart technical higher education and to overcome problem faced in agriculture. There are five Zonal Agricultural Research Stations (ZARS), four Regional Agricultural Research Stations (RARS), 19 Krishi Vigyan Kendras (KVKs), 22

All India Coordinated Research Projects and several ad hoc projects to enhance the productivity and profitability of agriculture system. It has highly experienced faculties to manage the activities of agriculture, allied sectors and capitalize their efforts to increase the farm income. The university focuses on imparting different technologies to overcome the natural crises and optimum utilization of resources available, without effecting the environment.

#### Thematic areas

The major thematic areas of deliberation and discussion of the seminar are

1. Linkages and institutional innovations for market led agriculture.
2. Extension innovations, methodologies and experiences in technology transfer, quality up-gradation, value addition & Processing and marketing
3. Rural entrepreneurship for market driven agriculture and livelihood systems.
4. Policy initiatives for market-led rural economy.
5. Information and Communication Technology for Agri-business management including marketing.
6. Gender main streaming-extension imperatives for market led agriculture.
7. Harnessing of Indigenous technical knowledge and farmers' innovations for agro-marketing systems.

#### Call for papers

The original conceptual, review and research based papers and cases related to the seminar themes are invited. Hard copies of abstract (about 300 words) and full paper (about 3000 words) on A4 size typed in Times New Roman with single space 25mm margin all around in font size 12 points along with CD in MS-Word format should reach to the local organizing secretary (complete address with pin code and emails) with a copy to ISEE office on email '**iseenationalseminar2014@gmail.com**' in time.

#### ISEE AWARDS

Indian Society of Extension Education has instituted several awards carrying certificate and insignia. These awards are conferred on high-caliber extension educationists in recognition of their meritorious services to the discipline of Extension Education. **The applicants willing to contest may send their resume as per format to the President (ISEE), Office of Indian Society of Extension Education at Division of Agricultural Extension, IARI, New Delhi-110012 by 25.01.2015. The presence of applicants is essential in the Seminar.**

##### 1. Dr. D. K. MISHRA MEMORIAL AWARD

After the demise of Dr. D. K. Mishra, the then Director (Extension Education), Rajasthan Agricultural University Udaipur, his family donated Rs.1.00 lakh for institution of award. The ISEE has instituted **Dr. D.K. Mishra Memorial Lecture Award**. The recipient is expected to deliver a lecture on a topic related to transfer of technology approaches and extension service at the time of annual National Seminar. Applicants willing to contest may send their resume and a brief synopsis of the lecture in due time.

##### 2. Dr. K.N. SINGH MEMORIAL AWARD

This Award is conferred on an Extension Scientist for excellence in

extension research. **Dr. K. N. Singh Memorial Award** is wholly sponsored by Dr. and Mrs. Shankariah Chamala, and Dr. Shakuntala Chamala, Associate Professor of Agricultural Extension & Management, School of Natural Rural Systems Management, University of Queensland, Brisbane, Australia. Dr. Chamala donated Rs. 50,000 (Rupees fifty thousand only) for this Award in the memory of his Guru, a great teacher and a leader in the discipline of Extension Education. Broad-guidelines to be used in assessing the worthiness of applicants are: 1. Research contributions (25 Score), 2. Problems investigated & solutions offered (20 Score), 3. Research funds mobilized from external resources (10 Score), 4.Seminar/symposia/ training organized based on research (25 Score), 5. Contribution made to research methodology (20 Score). Total=100 score. **Applications with two-page resume and reprints of five best research papers published in NAAS rating scientific journals be sent in due time.**

##### 3. Dr. O. P. DHAMA MEMORIAL AWARD

This Award is given to an Extension Scientist for excellence in teaching and training. Broad guidelines to be used in assessing are: 1. No. of courses and credits taught (10 score), 2. No. of students thesis guided (10 score), 3. No. of research papers published out of theses (10 score), 4. Innovations in classroom teaching (15 score), 5. No. of courses developed (10 score). 6. No. of papers presented in seminars/symposia (15 score), 7.Award/recognition received (10 score), 8. No. of text-books/ reference books written (10 score), 9. No. of Training programmes organized/participated in some capacity (10 score). Total=100 score. **Applications along with two page resume & supporting material relevant for award be sent in time.**

##### 4. Dr. G.S. VIDYARTHI MEMORIAL AWARD

This Award is given to an Extension Scientist for excellence in farm information communication and field extension services. Broad-guidelines in assessing for the award are:

1. No. of popular articles published (20 score), 2. Contributions made to the field extension methodology (10score), 3. Extension approaches followed (15 score), 4. Impact of field extension services in terms of productivity (10 score), 5. Rewards/recognitions received for achievements made in field extension work (15 score), 6. Establishing functional linkage with research & state extension systems (20 score), 7. Instructional material developed (10 score).Total =100 score. **Applications along with a copy of two-page resume & supporting material relevant for the award be sent in time.**

##### 5. ISEE FELLOW AWARD

This Award is given to six Extension Scientists for their outstanding contributions in the field of extension education. The modus operandi is to select one extensionist from each zone. The Vice President, ISEE of respective zone in consultation with two other eminent extensionists will recommend two names. While recommending care is to be taken to ensure that the person is well experienced and has made significant contributions for advancing the cause of Extension Education discipline. In addition, applicant should be a well-known personality in Extension fraternity. Although age is no bar, it is considered appropriate if the awardees are still in active service. While applying for this award, a brief autobiography should also be attached. The candidates may send application to the respective Zonal Vice-President latest by 25<sup>th</sup> December 2014, who in turn send the recommendations to the President (ISEE) so as to reach in due time.

##### 6. YOUNG SCIENTIST AWARD

The awards are conferred to six young scientists, below the age of 45 years, for their outstanding contributions in the field of extension research and field extension services. Application along with resume, including date

of birth and supporting material relevant to extension research and field extension services be sent in due time.

##### 7. BEST KVK SCIENTIST AWARD

The Award is given to 10 Scientists (two scientists from each zone) working in KVKs since last 10 years for their outstanding contributions in farm advisory services under Transfer of Technology and conducting participatory research for upliftment of farming community of operational area of KVK. Broad-guidelines in assessing for the award are: 1. No. of research papers published in NAAS rated Journals (20). 2. No. of popular articles /Technical Bulletins/contribution towards publication of Krishi Vigyan Patrika (a quarterly farm magazine of KVK) published (20 score). 3. Contributions made to the field extension methodology (10score), 4. Documentation of farmer innovations as success stories/case studies published (10 score), 5. Impact of subject matter, vocational trainings and field extension services in terms of productivity, income and employment generation (10 score), 6. Impact assessment of frontline demonstrations (FLDs) in terms of productivity and acreage (10), 7. Rewards/recognitions received for achievements made in field extension work (10 score), 8. Establishing functional linkage with research & state extension systems (10 score), Total =100 score. **Applications along with a copy of two-page resume & supporting material relevant for the award be sent in time.**

##### 8. PROFESSOR Y.P. SINGH MEMORIAL AWARD

After the demise of Prof. Y.P. Singh, the then Joint Director (Extension), Indian Agricultural Research Institute, New Delhi, the ISEE has instituted **Prof. Y. P. Singh Memorial Award**. This Award is given to an Extension Teacher/ Scientist for excellence in teaching, training and extension research. Broad guidelines to be used in assessing are: 1. No. of courses and credits taught (20score), 2. No. of students thesis guided (20 score), 3. Research contributions (Contribution made to research methodology, handling of Internal and External Research Projects, Research funds mobilized from external resources) (20 Score) 4. Innovations in teaching and. No. of courses developed (20 score). 5.Award / recognition received (10 score), 6. No. of text-books/ reference books written (10 score) Total Score= 100. **Applications along with two page resume & supporting material relevant for award be sent in time.**

##### 9. LIFE TIME ACHIEVEMENT AWARD

The highest and the most prestigious ISEE-Award introduced in 1999 is conferred during National Seminar. Award is open to both Indians and the overseas Extension Professionals. Age, citizenship, and ISEE membership are no bar. Some of the guiding traits expected in the recipient are: “The recipient should have worked for decades and made substantial contribution to the discipline of Extension Education. The power and popularity enjoyed by the person is unquestionable. His/her work catapulted him/her to fame. His/her talent and influence is undeterred in the discipline of Extension Education. His/her legacy is not only confined to his/her own achievements but has also generously imparted his/her knowledge and played mentor to next generation. The person is the king, technical wizardry, a new genre, and a cult-figure. He/she is a unique phenomenon and carries a dynamic personality. Any ISEE life-member can propose the name and two other eminent life-members should “Second” the nominee. Along with the nomination papers, comprehensive “Resume” of the nominee should be sent in time.

**Note:** ISEE also proposes Best Paper Presentation Awards (in each theme area) and Recognition Certificate to eminent retired scientists participating in the seminar.