



Training program on

## Leveraging Extension Strategies for Sustainable Development of Allied Agri Sector Enterprises

Date: 16-18<sup>th</sup> Aug 2023

### Program Directors

**Dr. K. Ponnusamy**

Principal Scientist

NDRI, Karnal

**Dr. Shahaji Phand**

Deputy Director (Allied Extension)

MANAGE, Hyderabad

### Program Coordinator

**Dr. Sushirekha Das**

MANAGE Fellow (Allied Extension)

MANAGE, Hyderabad



→ Register Now

<https://www.manage.gov.in/trgModule/emailRegn.asp?tpno=KK&tpyear=FDG>

Jointly organized by

National Institute of Agricultural Extension Management (MANAGE), Hyderabad  
&  
ICAR-National Dairy Research Institute (NDRI), Karnal

# Leveraging Extension Strategies for allied Agri-Sector enterprises

## Introduction

The ICAR-NDRI, Karnal is premier institute for dairy research. The institute was accorded the status of deemed university in 1989. NDRI, Karnal is proud to announce a free online training program on “**Leveraging Extension Strategies for Sustainable Development of Allied Agri Sector Enterprises**” sponsored by National Institute of Agricultural Extension management (MANAGE), Hyderabad. This training program intends to develop capacities of agricultural extension professionals on role of extension strategies in empowering farmers practising allied farm enterprises.

## Objective

To refresh the knowledge of agricultural and animal husbandry extension professionals and students on extension approaches, innovations and methodologies for sustainable development of allied agri farm enterprises.

## Eligible participants

Extension officials of state/central animal husbandry departments, veterinarians, faculty of SAUs/KVKs/ICAR institutes and Students are eligible to apply

## Content

- ❖ Prospects and Challenges for Livestock production in India
- ❖ Fostering entrepreneurship through technology incubation in dairying
- ❖ Innovative Extension Models including Farmers FIRST, Dairy Business School
- ❖ Client driven extension models in poultry enterprise development
- ❖ Issues and opportunities in small ruminant farming
- ❖ Role of Climate-led Extension for allied farm enterprise development
- ❖ Extension in boosting fisheries and aquaculture development
- ❖ Extension via FPOs and Startups in animal husbandry
- ❖ Schemes and programmes in Animal Husbandry Sector
- ❖ Role of smart extension in the current farming scenario
- ❖ Business prospects in dairy processing
- ❖ Gender mainstreaming in Animal Husbandry Sector
- ❖ Innovations in agricultural extension and MANAGE initiatives

## How to apply

<https://www.manage.gov.in/trgModule/emailRegn.asp?tpno=KK&tpyear=DFDG>

## Methodology

1. **Selection of candidates:** The participants will be selected as per the eligibility defined for the programme
2. **Last Date for Applying online:** 31<sup>st</sup>July, 2023, 5:30 pm
3. **Online examination:** An online examination will be conducted on 18<sup>th</sup>August 2023, 4:00-4:30 pm in which the participants have to respond 25 multiple choice questions through Google forms.
4. **Issuing of certificate**

A digital certificate will be issued to the participants after fulfilling following criteria

\* Full time attendance \* Minimum 40% score in online exam

**Program Feedback:** The participants have to rate each session as a feedback which will be incorporated through online mode.

# Leveraging Extension strategies for Sustainable Development of allied agri-sector enterprises



**Dr. Dheer Singh**  
Director, NDRI, Karnal



**Dr. P. Chandra Shekara**  
Director General, MANAGE

## SPEAKERS



**Dr. A. K. Singh**  
Joint Director (Academic),  
NDRI, Karnal



**Dr. Gopal Sankhala**  
Head Dairy Extension,  
NDRI, Karnal



**Dr. N. Balasubramani**  
Director MANAGE,  
Hyderabad



**Dr. P. Mathialagan**  
Former Registrar,  
TANUVAS, Chennai



**Dr. P. S. Anandan**  
Principal Scientist,  
CIFE, Mumbai



**Dr. K. Ponnusamy**  
Principal Scientist  
NDRI, Karnal



**Dr. Shahaji Phand**  
Deputy Director (Allied  
Extension), MANAGE,  
Hyderabad



**Dr. B. S. Meena**  
Principal Scientist, NDRI,  
Karnal



**Dr. N. Ramachandran**  
Principal Scientist,  
ICAR-NIANP, Bangalore



**Dr. Sushrirekha Das**  
MANAGE Fellow,  
MANAGE



**Dr. Sivakumar**  
Professor, GADVASU,  
Ludhiana

## Contact

**Dr. K. Ponnusamy/ 9466963690/ [ponnusamyk@hotmail.com](mailto:ponnusamyk@hotmail.com)**

**Dr. Sushrirekha Das/ 7735208812/ [sushrirekha.manage@gmail.com](mailto:sushrirekha.manage@gmail.com)**