

### Important Dates to Remember

Submission of Abstract : 30.09.2014  
Submission of Full length papers : 30.10.2014  
Sending Registration form and  
Registration Fee : 30.09.2014  
Seminar Dates : 12 & 13,  
December 2014

### Organising Committee

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Vice-Chancellor  
Tamil Nadu Agricultural University

Co-Patron

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Dean In-charge  
Agricultural College & Research Institute, Madurai

Organising Secretary

**Dr. P. P. Murugan**

Professor and Head  
Department of Agricultural Extension and Rural  
Sociology  
Agricultural College & Research Institute, Madurai

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Dean, Faculty of Agriculture,  
Annamalai University  
& President, Extension Education Society

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Special Officer (Publications & Public Relations)  
& Chief Editor, Journal of Extension Education, EES

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Professor (Agrl. Extension)  
& Secretary, Extension Education Society

**Dr. V. Ravichandran**

Professor (Agrl. Extension)  
Department of Agricultural Extension and Rural  
Sociology & Vice-President, EES

## NATIONAL SEMINAR ON EXTENSION MANAGEMENT STRATEGIES FOR SUSTAINABLE AGRICULTURE - CHALLENGES AND OPPORTUNITIES

### EMASSA-2014

Venue  
Agricultural College & Research Institute  
Madurai, Tamil Nadu

Date : December 12 & 13, 2014

### REGISTRATION FORM

Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Address for Communication : \_\_\_\_\_

Pincode : \_\_\_\_\_

Phone : \_\_\_\_\_ Mobile: \_\_\_\_\_

Fax : \_\_\_\_\_

E-mail : \_\_\_\_\_

Participation / Presenting Papers

Title of the Paper (s) :

a) \_\_\_\_\_

b) \_\_\_\_\_

Mode of Journey : Bus  Train  Air

Date of Arrival : \_\_\_\_\_ Time : \_\_\_\_\_

Accommodation required in AC&RI, Madurai : Yes/No. If Yes,

No. of persons \_\_\_\_\_, Dates \_\_\_\_\_.

Details of Demand Draft for Registration : No. \_\_\_\_\_

Date : \_\_\_\_\_ Signature of the Participant

**NB** : Delegates can take photocopies of the form for Registration

Send Registration form with DD to: **Dr. P. P. Murugan**, Organizing Secretary & Professor & Head,  
Department of Agricultural Extension & Rural Sociology, Agricultural College & Research Institute,  
Tamil Nadu Agricultural University, Madurai-625 104, Tamil Nadu. Phone : (O) 0452-2422956 Ext. 218  
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## NATIONAL SEMINAR

ON

## EXTENSION MANAGEMENT STRATEGIES FOR SUSTAINABLE AGRICULTURE- CHALLENGES AND OPPORTUNITIES

### EMASSA-2014

In Commemoration of Golden Jubilee Celebrations of  
Agricultural College and Research Institute, TNAU, Madurai

Venue

Agricultural College and Research Institute  
Tamil Nadu Agricultural University, Madurai, Tamil Nadu

Date

December  
12 & 13, 2014



Organised by

**Extension Education Society (EES)**

Tamil Nadu Agricultural University Campus, Coimbatore-641003, Tamil Nadu.

# NATIONAL SEMINAR ON EXTENSION MANAGEMENT STRATEGIES FOR SUSTAINABLE AGRICULTURE - CHALLENGES AND OPPORTUNITIES (EMASSA-2014)

Extension science with respect to Agricultural and allied fields has undergone a metamorphosis over a period of several decades. It has been vibrant, dynamic and brought remarkable changes in the livelihood of peasants across India. Any science which falls in line with the pace of change of the system in which it is operating, ready to accept challenges and evolve pragmatic strategies, models, policies, can only thrive and contribute to the humankind. Hence, it is imperative for extension science to change according to changing needs of its clientele and policies. Fragmentation and shrinking of land holdings, demand for water and labour, changing food habits of people, shift towards high value horticultural crops, enhanced thrust for quality aspects and value addition of agricultural commodities and other plethora of factors resulted in 'Agriculture' being viewed as 'Agribusiness'. In such a scenario, Indian farmers are craving for a different type of Extension system which could deliver a variety of information through innovative modes.

In response to the shift in farmers' requirement, several Central and State Government interventions were put in place and their impact were mixed. National level Institutional arrangements like ATMA, ATIC and state specific arrangements like Krishi Bhavans of Kerala, DATTS of Anthra Pradesh etc., brought significant change in technology delivery. Group based Extension, Market led Extension, ICT enabled Extension, Participatory Extension, Youth and Women Inclusive Extension, Extension plus are some of the conspicuous shifts observed in Extension approaches.

Several Extension Service Providers namely Central, State Government departments, State Agricultural Universities, Private firms, NGOs have been trying different approaches and models of technology delivery to farmers from time to time. The contours of Agricultural technology transfer across the globe have been realigned with the Public Extension slowly getting replaced by several approaches. We need to identify Good Extension Practices (GEP) as that of Good Agricultural Practices which can be thoroughly debated and replicated in appropriate locations. The management of this change contemplated through several new approaches and models of Extension holds the key.

Earlier researches conducted on various dimensions of extension proposed strategies and suggestions for further follow-up. Except few areas, many a time those aspects were not considered for practice subsequently despite most of them with valid conclusion. This seminar will bring to limelight some of the outstanding contributions.

A multidimensional and honest stocktaking of what had happened so far and what is required to be done in terms of Extension Research and Field Extension is the need of the hour. This warrants deliberation of higher order resulting in creation of new knowledge and cross learning. Since, this National Seminar on "Extension Management Strategies for Sustainable Agriculture- Challenges and Opportunities" is being organized which assumes impeccable importance and the deliberations are to be organized in the following five themes

## Theme 1 : Institutional arrangements for technology delivery

The scale, reach and the effectiveness of Global, National, State specific and localized institutional arrangements for technology delivery- Conceptual and Impact studies of the effectiveness of such arrangements- Delineation of Good Extension Practices and Upscaling

## Theme 2 : Extension approaches for technology delivery

Issues and effectiveness of Group Extension approaches- Social Network analysis- research on group formation, group sustainability and the associated determinants. Participatory Extension approaches and their acceptability, efficacy in technology delivery- Studies on employing participatory Extension approaches

## Theme 3 : Stocktaking of Extension research strategies

Reorientation and Prioritisation of focal areas of Extension research- Innovative research designs- Relevance of mixed method research-Innovative Evaluation methodologies-Exploring newer dimensions of adoption and diffusion studies-Experimental studies on effectiveness of different Extension service providers-Studies on learning styles of farmers, leadership etc.,

## Theme 4 : ICT and technology delivery

Studies on the design, reach and acceptability of different global, national, regional ICT interventions- documentation of success stories- Policy directions for upscaling

## Theme 5 : Youth and Gender inclusive Extension strategies

Concepts and strategies for retaining youth in agriculture and their involvement in technology delivery- Studies on attitude, aspirations and orientation of rural youth. Inclusion of women in technology delivery – Issues, emerging concepts and related research studies.

## Theme 6 : Extension strategies for changing scenario of Agriculture

The new roles and competency required by Extension system for climate change-Natural Resource mangagement- Research studies on adaptation, orientation of farmers towards climate change - orienting farmers towards Agribusiness, supply chain and value chain management- Managing Farmers Innovation system

## Call for Papers

Original research papers and conceptual papers pertaining to the themes outlined above are requested from all the Stakeholders of Extension Science viz., faculty members of SAUs, Scientists in ICAR and other streams and research scholars. The subthemes presented above are an indicative list only and scientists and research scholars can send papers relevant to the title of the seminar. Those who wish to participate in the seminar may kindly prepare an abstract in MS Word Arial font size 12, 1.15 spacing which should not exceed 300 words.

The soft and hard copy of the abstract may be sent to the Organising Secretary of the Seminar **on or before 30.09.2014**. Only two abstracts per participant will be accepted. The abstract will be put to rigorous scrutiny for its originality and methodology and the participants will be receiving an email stating the acceptance/rejection of the abstracts. The participants whose abstracts are accepted may send the full length paper on **or before 30.10.2014**

## The Uniqueness of the Venue

Agricultural College and Research Institute, Madurai, the venue for the proposed Seminar is the second biggest and oldest college under the aegis of Tamil Nadu Agricultural University started way back in 1964. The Seminar assumes greater significance as it is to be organised as a part of the Golden Jubilee Celebration of the Agricultural College and Research Institute.

The college is situated 10 kms North of Madurai city under the foot hills of Yanamalai, which got its name due to its unique shape of the Elephant. The hill has been referred in ancient literature and known for the samana caves which is being frequented by tourists. The 153 hr. campus is serene and often referred as the peacock's paradise and equipped with all infrastructure facilities for students and faculty members, which includes swimming pool and fitness centre. The academic and research excellence of the campus is well known to the world due to the alumini of the college not only excelled in research but also grabbed major share in Civil Service Examinations and occupied coveted positions all over India.

The College has 11 departments and a KVK and raised as an institute of excellence with release of several crop varieties, crop protection, crop production, management technologies which really made an impact in the lives of farmers of southern Tamil Nadu.

The Department of Agricultural Extension and Rural Sociology is one of the oldest department started in 1974 with almost 200 Post graduate and Doctoral dissertations which are being widely referred.

Besides, Madurai is popularly known as Temple city with Goddess Meenakshi Temple is a much preferred destination for devotees from all directions of India. The city is well connected by road, train and air. The tourist attractions are plenty in and around Madurai city namely Rameshwaram temple, Courtallam water falls, Kodaikanal and others. The weather during the seminar would be salubrious and enjoyable.

## Awards

**Two best presentation awards** will be bestowed for presenters in each of the theme. Only research papers will be considered for awards.

Apart from this, Three '**Young Scientist Awards**' will be given. The eligibility for this award is that the participant should be below 40 years of age. He/She will be evaluated based on the presentation and bio data. The participants who wish to apply for this are requested to send a bio data along with the full paper.

## Registration Fee

Member of EES : Rs. 1000  
Non - Member : Rs. 1500  
Research Scholars: Rs. 600

The Registration fee should be sent as Demand Draft drawn in favour of Organising Secretary, EMASSA 2014, Payable at Madurai. The registration fee along with the filled in Registration form, hard and soft copy of the abstract may be sent to the organizing secretary **on or before 30.09.2014**.

## Publication of the proceedings as book

The full papers which are presented in the seminar will be selected and published as a book. The organizers will give preference for original research papers with sound methodology. The authors of the paper have to defray the cost due to the publication.

## Boarding and Lodging

Lodging will be arranged in Teachers Hostel of the College on first-come-first-serve basis. There are very good, nominal hotels available nearby the college. The participants who are desirous of staying outside may book the hotel on their own. The participants can get the help of organizing team in this regard. The cost of lodging has to be met by the participants themselves. Breakfast, lunch (both days) and dinner (first day) will be arranged by the organizing committee for the participants and delegates.

## Journey and the tour

The participants are requested to make their own travel arrangements well in advance to avoid last minute rush. Tour to tourist destinations in and around Madurai may be arranged on request by the participants.