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IMPORTANT DATES

Submission of abstract	: July 10, 2011
Submission of full length paper	: September 10, 2011
Submission of award application	: June 15, 2011
Submission of registration form	: September 10, 2011
Submission of travel & accommodation requirement	: September 10, 2011

DATES OF CONGRESS : December 17-19, 2011

VENUE : ICAR Research Complex for Goa, Ela Old Goa-403 402

ORGANISING COMMITTEE

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41. Dr. Rajnarayan, PC, KVK, ICAR Research Complex for Goa, Goa

All correspondence may be addressed to

Dr. N. P. Singh, Organizing Secretary
Director, ICAR Research Complex
for Goa, Old Goa - 403 402, Goa
Cell-09422430778 Office-0822284678
E-mail: neec.dec.2011@gmail.com

Dr. Jitendra Chauhan, Gen. Secretary
Society of Extension Education
810, Paschimpuri, Agra-282 007
Cell-09412257569 Fax: (0562) 2275505
E-mail: neec2011goa@gmail.com

For detail information: Please Log on to
www.seea.org.in

6th National Extension Education Congress-2011

EMERGING MODELS OF TECHNOLOGY APPLICATION FOR AGRI-RURAL DEVELOPMENT

December 17-19, 2011



Organized by



Society of Extension Education, Agra
ICAR Research Complex for Goa, Goa

EMERGING MODELS OF TECHNOLOGY APPLICATION FOR AGRI-RURAL DEVELOPMENT

CONCEPTUAL BACKGROUND

The spatial and sectoral changes in agri-rural environment, besides, the persisting challenges of agricultural growth are causing serious concern to meet our desired development goals and ensuring the food security. After green revolution era, the emerging challenges due to drastic climate changes, distortion and shrinking natural resources such as forest, land, soils, water etc are badly affecting the application of available technology in various programmes formulated by the central and state governments for agri-rural development and food security.

However, evidences are available within the country and overseas to suggest that agricultural growth rate can be further boosted up by developing and adopting appropriate technological models suiting to different agro-eco systems and environment in order to promote desired agri-rural development. Based on the lesson learnt from our past experiences, agricultural technology generation and transfer did prove to be the potential strategies in the process of inception of green revolution for countering the problems of enhancing the agricultural production and productivity.

The agricultural extension system in the country is one which gives utmost importance and priority to programmes related to transfer of technology. However, the extension is too often merely seen as a vehicle for spreading scientific and technical innovations and technology transfer. Needless to mention that dissemination of knowledge is not a one-way path from scientists to farmers. Farmers' own rich experiences play crucial role in analysing, catalysing and application of knowledge. There is rarely a "one size fits all" solution to address the mix of technical, economical, commercial, social and environmental aspects of diverse farming systems. Now farmers are more interested to have information and knowledge on marketing, post harvest technology, processing, value addition, credit facilities and consumer's preference demand in addition to appropriate technology related to fast transmission with latest know how. Farmers' empowerment is crucial to make them able to analyse the constraints, seek out the solutions thereon and make choices.

The essence of agricultural extension is to facilitate interplay and nurture synergies within a total information system involving agricultural research and education. By building producers' capacity to take individual and collective initiatives, facilitation makes available technical solutions more relevant to farmers' constraints both in the short and long terms.

Extension system in India has undergone major changes with respect to governance structure, capacity, organization and management including advisory methods. The changes involve the decentralization of extension services at local level, adoption of pluralistic modes, promoting the participatory extension approaches, training of farmers to express their demands and capacity. The reform initiatives for desired improvements in agricultural productivity with demand-driven in order to meet the need specific, purpose-specific and target-specific extension marketing system. However, there is no single optimal model best suited for all situations, therefore, ultimate choice of the extension approach depends: (1) the policy environment, (2) the capacity of potential service providers, (3) the type of farming systems and the market access for farm households, and (4) the involvement of the local communities and their participatory ability to cooperate.

Different agricultural extension models can work well for different sets of situations. To this end, the recent initiatives focus for creating a demand driven, broad-based and holistic agricultural extension system. This encompasses the design and introduction of a multitude of integrated approaches on the demand side, enable users to voice their needs and hold service providers accountable on the supply side. In order to address such pertinent issues, we need to develop innovative and contemporary extension models, approaches, methods which can fit in diverse agri-rural environment and help in agricultural development, besides, to ensure livelihood and food security of the country.

OBJECTIVES

The main objective of the Congress-2011 is directed to provide adequate opportunities for interaction on ground realities and envisioning strategy for identifying appropriate models of technology application through sharing the rich experiences of the participants from different sectors. The major themes and sub-themes of the congress are as under:

MAJOR THEMES AND SUB-THEMES

A. Climate Change : Ground Realities

- ❖ Effect on crop, livestock, poultry and fisheries production
- ❖ Change in cropping and farming systems
- ❖ Natural resource management
- ❖ Integrated approach
- ❖ Bio-diversity, food and livelihood security

B. Emerging Extension Models: Experiences

- ❖ Innovative technology development models
- ❖ Public private interventions
- ❖ Farm level technology dissemination models
- ❖ Micro finance
- ❖ Market-led extension

C. ICT Enabled Models of Technology Dissemination

- ❖ Use of ICT for improving livelihood
- ❖ Efficiency and effectiveness of networking
- ❖ Case studies on successful models

D. Gender Perspective in Agri-rural Development

- ❖ Farm women centred technology dissemination models
- ❖ Change in role of women in farm and non farm sectors

E. Agricultural Policies and Support System

- ❖ Entrepreneurship development for socio-economic transformation
- ❖ Policy influence on technology application
- ❖ Pricing policy for production and value added products
- ❖ Harnessing the new world economic regime: Experiences

PARTICIPANTS

The Congress will be open to scientists, scholars, teachers, extension professionals, field functionaries, administrators, policy makers, farmers, students, corporate and media representatives and other stake holders involved in agricultural and rural development from public and private sectors.

LANGUAGE : Both in English and Hindi.

CALL FOR ABSTRACTS/PAPERS

The participants may submit conceptual, review, research and case study based papers. An abstract of about 300 words may be sent only through email: nec2011goa@gmail.com latest by July 10, 2011. Not more than two abstracts from a participant will be entertained.

The full length paper (3000 words) needs to be submitted latest by September 10, 2011 along with registration fee. Needless to mention that

only themes based papers will be screened for publication after the congress is over. Registration form is available on the website of the Society.

AWARDS

The Society will honour the Agricultural and Social Scientists including teachers, professionals, policy makers, practitioners and scholars those who have made outstanding contributions in their respective fields may apply for the following awards (except Lifetime Achievement Award) by sending their brief resume latest by June 15, 2011.

Lifetime Achievement Award

Award will be conferred upon two distinguished senior eminent agricultural scientists of international repute for their outstanding contribution in promoting the agricultural development.

SEE Fellow Award

Award will be conferred upon three renowned agricultural scientists having the status not less than the professors for their outstanding contribution in their respective fields.

Best Extension Professional Award

Award will be given to two extension specialists/professionals for their outstanding contribution in transfer of technology and creating impact among farming community.

Young Scientist Award

Award will be given to four Extension Scientists below the age of 45 years for their outstanding contributions in the field of teaching, research and extension.

Best KVK Professional Award

Award will be given to four KVK Scientists for their recognised contribution in transfer of technology.

Ganga Singh Chauhan Memorial Award

This award will be specially given to four meritorious research scholars in the field of extension education for encouraging them.

Note : The Society has the right for decreasing and increasing the number of awards. Prescribed performa for application of award is available on website (www.seea.org.in).

ACCOMMODATION

Accommodation for the participants will be arranged in Guest Houses / nearby Hotels only on their confirmation for the participation. Looking the rush of tourists in Goa specially during congress period, it would not be possible for us to provide accommodation without prior and advance confirmation. Please confirm your participation well in advance so as to make necessary arrangements at our end. Alternatively, you can also book accommodation on your initiative.

REGISTRATION FEES

Member of the SEE	: ₹ 3000/-
Non-members	: ₹ 3500/-
Students & Farmer	: ₹ 1500/-
Corporate	: ₹ 4000/-
Foreign delegate	: \$ 1500/-

Note : The delegates should confirm their participation in the Congress by 10th September 2011 through letter or e-mail. Registration fee is to be sent as D.D. drawn in favour of the 'Society of Extension Education' payable at Agra.