

application (hard copy) to the respective Zonal Vice-President latest by 15th October 2016, who in turn send the recommendations to the President (ISEE), so as to reach the application on above address in due time i.e. 05.11.2016.

#### 7. YOUNG SCIENTIST AWARD

The awards are conferred to nine 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 (hard copy) including date of birth certificate and supporting material relevant to extension research and field extension services be sent on above address in due time.

#### 8. BEST KVK SCIENTIST AWARD

The Award is given to fifteen 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. The award will be shifted to other zone in case of non-availability of applicant. 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/recognition 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 (hard copy) be sent on above address 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 (hard copy) should be sent the President (ISEE) on above address in time.

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

#### Correspondence regarding seminar

**Dr. M. M. Patel**, Head, Department of Extension Education, RVSKVV, Gwalior, E-mail: [iseenationalseminar2016@gmail.com](mailto:iseenationalseminar2016@gmail.com) [patel.madanmohan@gmail.com](mailto:patel.madanmohan@gmail.com), Mobile:08959032710

**Dr. Shobhana Gupta**, Dy. Director Ext. & Sr. Scientist, Directorate of Extension, RVSKVV, Gwalior, (M. P.)

**Dr. Baldeo Singh**, President (ISEE) & Former Joint Director Extension (IARI), [iseenationalseminar2016@gmail.com](mailto:iseenationalseminar2016@gmail.com) [baldeo\\_singh31@rediffmail.com](mailto:baldeo_singh31@rediffmail.com), Mobile: 09818045055

**Dr. Kartar Singh**, Vice-President (ISEE), Mobile No.: 9899172740

**Dr. B. K. Singh**, Secretary (ISEE) & Head (CATAT), IARI, New Delhi  
Email: [iseenationalseminar2016@gmail.com](mailto:iseenationalseminar2016@gmail.com), Mobile: 9818047372

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

#### Important dates

1. Receipt of Abstract	20.10.2016
2. Receipt of full length paper	30.10.2016
3. Application/Nomination for Awards	05.11.2016
4. Registration fees remittance	05.11.2016

#### Registration fees

Scientists and delegates life member	Rs. 4000
Scientists and delegates Non-Member	Rs. 4500
Students/retired scientists	Rs. 1500
Accompany person	Rs. 1500
Foreign delegate	US \$ 100

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 Vishwavidyalaya, Gwalior, MP.

#### 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 November is very pleasant and will vary from 20 degree C to 25 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 Guest Houses of the University and/ nearby good hotels at nominal charge for which advance information is essential. For accommodation, please contact to Dr. H.S.Bhadoria, email [hsbhadoria@rediffmail.com](mailto:hsbhadoria@rediffmail.com) & mobile No. 09425756395. For transportation, please contact to Dr. Raj Singh Kushwaha, email [kvkgwalior@rediffmail.com](mailto:kvkgwalior@rediffmail.com) and mobile No. 09575336761. The accommodation may be provided in the city with nominal tariff charge. One day advance tariff is requested.

**Note: For the details of national seminar, please visit ISEE Website: "www.isee.org.in".**

#### NATIONAL ORGANIZING COMMITTEE

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

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

**Co-Chairman:** **Dr. Kartar Singh**, Vice-President (ISEE) & Ex-Head (CATAT), IARI, New Delhi

**Dr. S.K. Shrivastav**, Director Extension Service, RVSKVV, Gwalior (M.P.)

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

**Dr. U.S. Gautam**, Vice-President ISEE & Director ICAR - ATARI Kanpur, Zone-IV, Rawatpur, Near Vikas Bhawan, Kanpur-208002 (U. 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 Extn. Edu., RVSKVV, Gwalior, (M.P.)  
Dr. Raj Singh Kushwaha, Senior Scientist & Head KVK, Gwalior, (M.P.)  
Dr. Shobhana Gupta, Dy. Director of Extension, RVSKVV, Gwalior, (M.P.)  
Dr. Prabhaker Sharma, Scientist (Extension Edu.), RVSKVV, Gwalior, (M.P.)  
Dr. Y. D. Mishra, SMS (Ext.) Directorate of Extn., RVSKVV, Gwalior, (M.P.)  
Dr. S. B. Tambi, Dean, College of Agriculture, Sehore (M.P.)  
Dr. R. P. Sharma, Senior Scientist & Head KVK, Dewas (M. P.)  
Dr. R. N. Padaria, Chief Editor (ISEE) & P.Sci. (Agril. Extn.), IARI, New Delhi  
Dr. B. K. Singh, Secretary (ISEE) & Head (CATAT), IARI, New Delhi  
Dr. R. P. Singh, Jt. Secretary & Sr. Sci. & Head, KVK, SVP&T, Badaun, UP  
Dr. Anjani Kumar, Treasurer (ISEE) & Programme Coordinator (KVK), IARI  
Dr. Vijay Pal Yadav, Editor (ISEE) & PS (KVK) Faridabad, Haryana

#### 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. Shobhana Gupta, Dy. Director Ext. Directorate of Extn., RVSKVV, Gwalior, (M.P.)  
Dr. Y.D. Mishra SMS, (Ext.) Directorate of Extension, RVSKVV, Gwalior  
Dr. R. N. Padaria, Chief Editor (ISEE) & Prof. (Agril. Extn.), IARI, New Delhi  
Dr. B. K. Singh, Secretary (ISEE) & Head (CATAT), IARI, New Delhi  
Dr. R. P. Singh, Jt. Secretary & Sr. Sci. & Head, KVK, SVP&T, Badaun, UP  
Dr. Anjani Kumar, Treasurer (ISEE) & Programme Coordinator (KVK), IARI  
Dr. Dinesh Kr. Singh, S.M.S., Krishi Vigyan Kendra JNKVV, Jabalpur, (M.P.)  
Dr. Mukesh Singh (ISEE), IARI, New Delhi

## ISEE NATIONAL SEMINAR

INFORMATION AND COMMUNICATION MANAGEMENT  
CONCERNING CLIMATE SMART AGRICULTURE FOR  
SUSTAINABLE DEVELOPMENT AND POVERTY ALLEVIATION

**November : 28, 29 and 30, 2016**



#### 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

## ISEE NATIONAL SEMINAR – 2016

### Information and Communication Management concerning Climate Smart Agriculture for Sustainable Development and Poverty Alleviation

#### Prologue/Prelude:

Indian agriculture has an impressive long-term record of taking the country out of serious food shortages despite rapid population increase, given its heavy reliance on the work of its pluralistic extension system. Increasing concern for meeting the food and nutritional security of growing population necessitates concerted efforts to meet the needs of food, nutrition, environmental service and health care from declining land and water resources, besides, the threat of climate change. How this challenge could be addressed is a question before all of us. Will the technology-led agriculture succeed in producing more from the less land with limited water, sustaining the effect of climate change? Past experience of producing more through various revolutions is a testimony to the capability of taking up the challenges. But the emerging scenario is more challenging than before. However, revolution in science and emergence of new technologies like biotechnology, information technology, nanotechnology and bioinformatics provides hope. If these technologies are utilized in congruence in agriculture, it can address the emerging challenges.

Extension science has long served rural communities to apply improved agricultural practices through advising, equipping and organizing them. With increasing complexities in the environment, socio-political systems, and emergence of "safe food" movement, extension services are facing several new challenges. They are currently struggling to achieve multiple development goals ranging from livelihood sustenance, environmental conservation, ensuring access to quality and safe food to poverty alleviation. Extension science has to innovate itself to support extension policy and practice in this regard and to do this extension research has a critical role to play. Business, financial, and risk management are the keywords of today's agriculture. Agricultural risks are the principal cause of transient food insecurity, creating a poverty trap for millions of households across the nation that enforces a vicious cycle of shock and recovery. Climate change is exacerbating this cycle by shifting the frequency and intensity of weather related risks and increasing uncertainty. Effective agricultural risk management is crucial to increasing economic growth, improving food security, and reducing poverty. Although levels of climate risk vary within and between states and regions, lower-income and highly agriculture-dependent regions are more vulnerable to agriculture-related risks. There is an urgent need to better assess climate risks, understand the interconnections between different types of risks and improve agricultural information and management strategies. Keeping these in view, the National Conference 2016 "Information and Communication Management concerning Climate Smart Agriculture for Sustainable Development and Poverty Alleviation" is designed to provide a right forum for scientists, development agents, farmers, policy makers, administrators and NGOs to share their experience and expertise to support the conference.

#### 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 2000 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 and international 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. Extension system and policy initiatives:** Status, policies, demand driven extension, market-linked extension, commodity based extension, contract and corporate extension, special extension for tribal & farmers in distress and impact analysis, convergence of programmes participatory extension, PPP, NGOs, farmers organizations, rural institutions, SHGs, micro-financing, Govt. programmes for agriculture and rural livelihood, linkages and coordination, IPR, WTO issues etc.
- 2. Human resources and information management:** Entrepreneurship development, gender studies, capacity building, awareness to frontier technologies, community mobilization and knowledge empowerment, training role in agri-clinic and agri-business development, gender issues, success stories etc.
- 3. Technologies and practices for sustainable agriculture and livestock production:** Conservation and management of ITKs and local resources, integrated farming systems, farmer's innovations, technological package & practices, effect of global warming on agriculture and livestock production, value addition, marketing, loaning, insurance, farm waste management etc.
- 4. Role of ICT in climate smart agriculture:** Need based, resource matched and area based information, IT based initiatives, role of mass media and print media, role of information in climate change, information delivery mechanism, information and communication Management, application of GIS in Extension etc.

- 5. Climate vulnerability & rural livelihood:** Programmes, policies and studies on climate change and its impact on biodiversity, assessment of risks and risk management through integrated perspective, methods and tools implied/used to account combination of risks, institutional arrangements, resource conservation techniques for overcoming climate change and fiscal constraints, adoption & diffusion models, socio-economic and bio-physical issues etc.

#### Call for papers

Conceptual, review and research based papers and field cases related to the national 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 electronic CD in MS-Word format (complete address with pin code, mobile no. and emails) should reach to Local Organizing Secretary (Dr. M.M. Patel & M. 08959032710) and soft copies on email 'iseenationalseminar2016@gmail.com' in time.

#### ISEE AWARDS

Indian Society of Extension Education has instituted several awards. 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 (hard copy) as per format to the **President (ISEE), Office of Indian Society of Extension Education, Division of Agricultural Extension, IARI, New Delhi-110012** by **05.11.2016**. The presence of applicants applied for award is essential in the seminar.



ISEE AWARDS



#### 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 ₹ 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 promoting rural employability at the time of annual National Seminar. **Applicants willing to contest may send their resume and a brief synopsis of the lecture (hard copy) on above address in due time.**

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

This Award is conferred on an Extension Scientist for the 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 ₹ 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) and 5. Contribution made

to research methodology (20 Score). Total=100 score. **Application with two-page resume and reprints of five best research papers published in NAAS rating scientific journals (hard copy) be sent on above address 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 these (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 (hard copy) relevant for award be sent on above address 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 (hard copy) relevant for the award be sent on above address in time.**

#### 5. 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, whose family donated ₹1.00 lakh for institution of award, the ISEE has instituted Prof. Y. P. Singh Memorial Award in 2014. 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 (hard copy) relevant for award be sent on above address in time.**

#### 6. ISEE FELLOW AWARD

This Award is given to ten Extension Scientists for their outstanding contributions in the field of extension education. The modus operandi is to select two 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 to be attached. The candidates may send



# ISEE NATIONAL SEMINAR



INFORMATION AND COMMUNICATION MANAGEMENT  
CONCERNING CLIMATE SMART AGRICULTURE FOR  
SUSTAINABLE DEVELOPMENT AND POVERTY ALLEVIATION

**November : 28, 29 and 30, 2016**

### Venue:-

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

To,



**Supported by**  
Indian Council of Agricultural Research

### Registration Form

## ISEE National Seminar – 2016

Information And Communication Management Concerning  
Climate Smart Agriculture For Sustainable Development  
And Poverty Alleviation

November 28, 29 and 30, 2016

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