

**Extension Council of  
Indian Veterinary Research Institute**

**Proceedings  
of  
XV Meeting**

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Held on 11<sup>th</sup> March, 2014 at

ATIC, IVRI, Izatnagar



**Division of Extension Education**

**Indian Veterinary Research Institute**

**Izatnagar-243122 (U.P.)**

**PROCEEDINGS OF THE FIFTEENTH MEETING OF EXTENSION COUNCIL OF  
INDIAN VETERINARY RESEARCH INSTITUTE, IZATNAGAR**

**HELD ON 11.03.2014**

The XV Meeting of the Extension Council of IVRI was held on 11<sup>th</sup> March, 2014 at 11.00 A.M. in the Committee Room of Agricultural Technology Information Centre (ATIC), IVRI and the following members were present.

1. Dr. Raj Kumar Singh, Director, IVRI, Izatnagar- Chairman
2. Dr. Triveni Dutt, Joint Director (Extension Education)- Member
3. Dr. V. P. Singh, Joint Director (Academic) -Member
4. Dr. G. Sankhala, Pr. Sci, Div of Dairy Exten., NDRI, Karnal -Member
5. Dr. Mahesh Chander, HD, Div. of Extn. Education-Member Secretary
6. Dr. P. S. Banerjee, HD, Parasitology, IVRI- Member
7. Dr. S. K. Mendiratta, HD, LPT, IVRI-Member
8. Shri. S. Saha, CAO (A), IVRI- Member
9. Dr. (Mrs.) Hema Tripathi, Project Coordinator, KVK, Izatnagar- Member
10. Dr. S. Mahmood, PS, A R Div., IVRI -Member
11. Dr. B. P. Singh, Sr. Sci, JDEE, IVRI- Member
12. Dr. Ajaysen Chaudhary, I/c, KGK, Bareilly- Special Invitee
13. Dr Putan Singh, Pr Sci, AN Div, IVRI- Special Invitee
14. Dr. Sanjay Kumar, Pr. Sci, ARIS Cell, IVRI, Izatnagar -Special Invitee
15. Dr A M Pawde, Pr Sci, & I/c Polyclinic, IVRI, Izatnagar -Special Invitee
16. Dr. Rupasi Tiwari, Sr. Scientist & I/c ATIC, IVRI- Special Invitee
17. Dr. P. N. Kaul, Retd. PS, Division of Extn. Education -Special Invitee
18. Dr. M. P. Saxena, Retd. Professor, GBPUAT, Pantnagar- Special Invitee
19. Dr. Pachaiyappan K, Scientist, Division of Extn. Education- Special Invitee
20. Shri. Kundan Singh, I/C, Comm. Centre, IVRI, Special Invitee

Dr. Mahesh Chander, Member Secretary welcomed the Hon'ble Chairman and members of the Extension Council and briefed about the earlier meetings of Extension Council of IVRI. Highlighting the importance and functions of the Council, he expressed his gratitude to Director for taking keen interest in the extension programmes of the institute and making it convenient to attend the meeting.

In his opening remarks, the Chairman welcomed the members. He spoke on the current extension system under the National Agricultural Research & Education System (NARES) as a whole and the institute in particular. Since IVRI is a national institute, the extension and other activities should meet the requirements of the entire country. He emphasized that there is an immediate need to assess the extension activities being organized and their impact on the clientele, reorient the on-going extension activities and strategize to be reflected in the extension action plan. Citing the work of ILRI on goat farming in Jharkhand, wherein, not only the potential of livestock in livelihood improvement has been worked out, work has been done to make livestock especially goat farming a viable business & its impact on goat farmers has been objectively assessed using the relevant assessment methodology.

The chairman explained the necessity of documenting quantifiable achievements of the institute's extension wing. He was of the view that all efforts should be directed towards the requirements of the farming community and fullest possible use of scientific & technical manpower of the institute should be made. He emphasised that the year 2014 is being celebrated as "International year for Family Farming", so efforts should be directed to design extension programs on those lines too. There is an obvious need to take up work in the area of women & livestock. It was also discussed that the IVRI website being the face of the institute has to be made vibrant so as to reflect the activities of IVRI on timely & effective manner. He was of the view that to improve the visibility of the institute, work needs to be initiated in the prioritized areas.

All national and international programs/events conducted/participated in / by IVRI and forthcoming events should be immediately uploaded on the institute's website, the chairman remarked. It was indicated by him in clear terms that the Joint Directorate of Extension Education is the hub of institute's extension activities, all the extension activities by the divisions sections of IVRI including ZTMBPD should be routed through this Joint Directorate only. Finally, he pointed out that the Meeting of Extension Council of IVRI should be held twice in a Year as per the rule so that the extension activities are reviewed and monitored effectively.

**Agenda Item No.1:** Confirmation of the Proceedings of the XIV Meeting of Extension Council of IVRI held on 24.01.2013.

The Proceedings of the XIV Meeting of the Extension Council held on 24<sup>th</sup> January, 2013 were circulated to all the members vide letter No. F. 19-2/2011-12-EE dated 24.06.2013 for their comments, if any. No comments from the members were, however, received. Accordingly, the House was requested to confirm the

Proceedings of the XIV meeting of the Extension Council and the same were confirmed by the council.

(Action: All the Members of Extension Council)

**Agenda Item No.2: Action Taken Report on the Decisions Taken in the XIV impact Meeting held on 24.01.2013.**

Point-wise discussion was held on the action taken report on the decisions taken during the XIV Meeting of the Extension Council held on 24.01.2013. The following points emerged for discussion:

**2.1 Organizing 'Farm School on Air' Programmes:** A farm school on AIR program was organized with the sponsorship of SBI. Chairman suggested that the number of programs should be increased. The officer in-charge reported that they feel little difficulty in conducting the programs especially regarding registration and evaluation parts due to poor response from the farmers. The Chairman remarked that these issues can be worked out by an in-house discussion of extension fraternity towards formulating suitable strategies to tackle such problems. Also, he suggested that lead bank (Bank of Baroda) and NABARD may be approached to sponsor such events. The chairman suggested that the topics for the radio talks should be identified with the help of farmers & experts in the area which can be prioritized for broadcast. For instance, vaccinations, deworming, balance feeding and clean milk production could be the broad areas to begin with on which the radio talks can be organized. The talks may also be arranged in neglected areas like water ponds in rural areas, which are often used by human & livestock making them vulnerable to diseases leading to poor health of both.

(Action: Joint Director (EE))

**2.2 Updating the extension activities of the institute in IVRI website:** All activities/events organized by IVRI and its various campuses/ units should be posted in the IVRI website for awareness among the concerned public. The I/c ARIS cell informed that all the material received by the ARIS cell for uploading in the website from various divisions are being uploaded on regular basis. The Chairman desired that all national and international programs/events conducted/participated in / by IVRI, ongoing & forthcoming events etc. should be immediately uploaded on the institute's website without delay and possibly on the same day.

All the HDs may ensure swift actions in sending news to the Computer Centre. One circular in this regard should be sent to all the HDs/In-charges immediately. The Chairman cautioned that utmost care should be taken while presenting the sales figures in Annual Report & other documents as there is often

chance of duplication and discrepancies in reporting the figures by ATIC & Divisions.

(Action: JD (EE)/In-charge, ARIS Cell/ ATIC and Heads of Divisions)

### **Agenda Item No.3: Review of Extension Activities of IVRI during 2013-14.**

The report on the extension activities performed by Joint Directorate of Extension Education, Division of Extension Education, KVK and ATIC during 2013-14 was presented by Dr. Triveni Dutt, JD (EE). A PowerPoint presentation was made by him, explaining the activities in detail, and initiatives taken by the various units of extension at IVRI. He also discussed the proposed activities during 2014-15.

(Action: JD (EE))

#### **3.1 The Collaborative programme with IARI on multiplication of good quality seed.**

IVRI is receiving seed material (paddy & wheat) from IARI for distribution and multiplication by sowing at farmers' field for technology assessment and multiplication at farmers' end. The results obtained are compiled and sent to IARI for their record. The Chairman remarked that the performance of the seeds of various crops in Farmers' field should be presented & reported in the Agenda Notes in terms of facts & figures.

(Action: I/c KVK)

**3.2 Production and sale of vermicompost:** It was decided that production and sale of vermicompost at IVRI, being an extension activity, should be the priority of Joint Directorate of Extension Education via KVK and ATIC. Also, it was decided that the dung available at IVRI farms should be properly composted & utilized for farm purposes. The use of raw cow dung in farm may be avoided to the extent possible.

(Action: JD (EE), Dr Ranveer Singh, AG, I/c KVK, I/c Farm/Cattle Yard & I/c ATIC)

**3.3. The applicable Sale tax/ VAT should be levied on sale of products of the Institute.** It was decided that the CAO (Admin) should look into the matter and issue needed instructions on this matter on urgent basis.

(Action: JD (EE), I/c ATIC, CAO (Admin) and F&AO)

**3.4 Field extension activities.** All the Divisions should contribute to the extension activities of the institute coordinated by the Joint Directorate of Extension Education. Many suggestions came from the members regarding inclusion of more divisions. It

was decided that faculty and students from the divisions of Animal Nutrition, Livestock Products Technology, Animal Genetics & Breeding and Veterinary Public Health shall be incorporated for the field extension activities carried out by the Joint Directorate of Extension Education. Also, it was suggested by the chairman that the "Animal health camps" being organized by the Division of Extension Education can be renamed as "Animal health- cum- Awareness camps" and the services of KVKs in respective areas / zones may be roped in to make the programs more productive.

(Action: JD (EE)/All Heads of concerned Divisions/Sections & PC, KVK)

### **3.5 Establishment of IVRI - FM Radio Station "Pashu Vani"**

It was informed that the Establishment of IVRI - FM Radio Station "Pashu Vani" is not feasible option due to logistic & staff requirements. Instead of this, regular programmes can be initiated in collaboration with Prasar Bharati/Akashvani from AIR, Rampur, Bareilly and Almora stations. There is a need to find out ways & means to utilize these radio stations to broadcast farmer-friendly programmes on regular basis. The Joint Directorate of Extension may identify the radio talks & other programmes based on the priorities identified. For instance, HS, Ecto & endo parasites, Mastitis, FMD, Repeat breeding, Water hygiene, clean milk & meat production, sanitation around animal sheds could be some areas for priority attention. The radio talks on these issues can be recorded in IVRI & broadcast by local radio stations in a synergistic mode. The CDs may also be provided for broadcast by other radio / TV stations throughout the country.

(Action: JD (EE), HDs of AN, AR, Medicine and LPT)

### **3.6 Streamlining of Weekly Animal Health Camps by Div. of Extension Education.**

The weekly animal health camps being organized by Div. of Extension Education at Akha village every Friday need to be further strengthened by pooling up resources under different field programmes running at the institute. HD (EE) explained that the students and scientists of all the concerned divisions participate in the camps; however, he expressed his concern that the number of scientists attending camps has considerably reduced in recent times. It was decided in the meeting that, presence of scientists in all the animal health camps from the concerned divisions *viz.* Animal Reproduction, Medicine & Surgery should be ensured by all the HDs of the concerned divisions. A roster should be prepared accordingly with the names of scientists and students by all the concerned division Heads and it should be sent to HD (EE) well ahead of the dates of the camps. Besides these divisions, the students & scientists from Parasitology & Animal Nutrition should also visit the villages to create awareness about good animal husbandry practices & to promote one health concept. It was also decided that Dr. Ranvir Singh,

who has a project on Sahiwal cattle breed in that village (Akha), will provide the baseline data of the village to JD (EE) positively by 10.04.2014 and send Action Taken Report to the Director by 12.04.2014.

(Action: JD (EE), HD (EE), concerned HDs)

#### **Agenda Item No.4: Proposed Action Plan of Extension Activities for 2014-2015.**

Dr Triveni Dutt, JD (EE) presented the proposed action plan of extension activities for 2014-15. The following points emerged on the presentation.

4.1 Extension programmes should be undertaken at National level in collaboration with regional stations of IVRI, ICAR Institutes, SAUs & SVUs. The regular interface meetings may be conducted with the VOs of State Departments of Animal Husbandry of various states. As far as possible, the calendar of proposed extension activities should be prepared for advance information to the stakeholders. These programmes should be well advertised, covered through various media & documented in terms of their impact.

(Action: JD (EE))

4.2. The IVRI extension services including the efforts made to empower women & rural youth should be stepped up. These activities should be profiled along with the statistics at important portals like IVRI & ICAR Web page and Newsletters.

(Action: JD (EE), HD (EE))

4.3. The IVRI Kisan Mela being the biggest Annual event directed to farming community should be organized for two days instead of one day considering the resources & logistics used to organize the event. The effectiveness of Kisan Mela can be enhanced further if the event is organized on two days. Also, the ways & means may be explored to broaden the scope of the Kisan Mela by roping in agencies & financial institutions like NABARD to sponsor events.

(Action: JD (EE))

**4.4 Regular availability of vehicle for extension activities.** It was discussed that, a mobile van for extension activities of the institute was donated by Bank of Baroda in the year 1989. It is no more in use. The chairman pointed out that the van was donated; there is no way to replace it with institute funds. Further he suggested that CAO should correspond with the Divisional Manager, Bank of Baroda (BOB) for discard and replacement of vehicle. The CAO along with Dr B P Singh, Sr. Scientist (JDEE) were instructed accordingly to prepare proposal for vehicle replacement.

(Action: CAO, IVRI)

4.5. Radio and TV talks given by the experts of the Institute should be coordinated through Joint Directorate of Extension Education. The experts may give prior information about their talks to the JD (EE). The action taken for this agenda was accepted by the chairman and members. It was also decided that the soft copies of all the radio talks, lectures and TV broadcast should be preserved at ATIC.

(Action: JD (EE), all HDs)

4.6. The Chairman emphasized to initiate the fodder development activities in next four months (up to July 2014) at Mukteswar campus by involving all the agronomists both scientists and technical staff working at IVRI. Collaborative program may also be developed with CITH, Mukteswar; VPKAS, Almora and IGFRI, Jhansi for procuring the varieties and package of practices suitable for hill regions. Quantitative data may be obtained for the performance for further decisions to expand such activities in other regional stations especially at Palampur.

(Action: JD (EE), PC, KVK & SIC, IVRI, Mukteswar)

#### **5.1 Reduced strength of scientists of Extension Education discipline in the Division of Extension Education.**

As per the decisions made in the XIV extension council meeting, a proposal has been submitted to ICAR for posting scientists in the Division. The Chairman expressed his concern about the limited availability of manpower and ensured that necessary action will be taken from the institute to make available scientists in the Division in due course.

(Action: CAO, Head (EE))

The Chairman thanked all the members for their active participation in the meeting by giving valuable inputs and expected the same in future meetings.