



**EXTENSION COUNCIL OF IVRI
DIVISION OF EXTENSION EDUCATION
INDIAN VETERINARY RESEARCH INSTITUTE
IZATNAGAR-243 122, U.P. (INDIA)**



Dr. Mahesh Chander
Head

No.F. 1-1/2010-EE (Pt.I)
Dated 01.09.2018

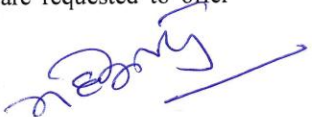
To

**All the Members of Extension Council of IVRI
All the Joint Directors of IVRI/IVRI Campuses
All Heads of Divisions/In-charges of IVRI/Regional Stations**

Subject: Proceedings of XIX Meeting of Extension Council of IVRI reg.

Sir/Madam,

With reference to the above, it is stated that the XIX meeting of the Extension Council of ICAR-Indian Veterinary Research Institute, Izatnagar was held on 12th March, 2018. The competent authority has approved the proceedings of the said meeting. Accordingly, the duly approved proceedings are being circulated for comments, if any. All the members of Extension Council (IVRI), JDs/HDs/I/Cs /IVRI Regional Stations and Campuses are requested to offer comments on the proceedings, if any latest by 30th September, 2018.


(Mahesh Chander)
Member Secretary

DIVISION OF EXTENSION EDUCATION
ICAR-INDIAN VETERINARY RESEARCH INSTITUTE
IZATNAGAR-243122

No.F.1-1/2010-EE/

Dated 28.8.2018

To

The Director,
IVRI & Chairman,
Extension Extension Council of IVRI
ICAR-IVRI, Izatnagar

Sub.: Proceedings of XIX Meeting of Extension Council of ICAR-IVRI – approval reg.

Sir,

The proceedings of the XIX meeting of Extension Council of IVRI held on 12th March, 2018 are attached for your perusal and suggestions. If approved, the same would be circulated among the members of the extension council and other stakeholders.

Thanking you,

Yours faithfully,



(Mahesh Chander)
Head & Member Secretary,
Extension Council of IVRI

अनुमोदित
31/8/18

**Extension Council
ICAR-Indian Veterinary Research Institute**



Proceedings

of

XIX Meeting

Date: 12th March, 2018 at 11.00 AM



**Division of Extension Education
ICAR-Indian Veterinary Research Institute
Izatnagar-243122 (Uttar Pradesh)**

**PROCEEDINGS OF THE NINETEENTH MEETING OF THE EXTENSION COUNCIL
OF ICAR-INDIAN VETERINARY RESEARCH INSTITUTE, IZATNAGAR**

HELD ON 12.03.2018

The XIX Meeting of the Extension Council of ICAR-IVRI was held on 12th March, 2018 at 11.00 A.M. in the Committee Room of Administration Building, ICAR - IVRI, Izatnagar, wherein, the following 24 members were present:

1. Dr Raj Kumar Singh, Director, IVRI, Izatnagar- Chairman
2. Dr B P Mishra, Joint Director (Research)- Member
3. Dr Triveni Dutt, Joint Director (Academic)-Member
4. Dr Mahesh Chander, JDEE (Act) & HD, Div. of Ext. Education-Member Secretary
5. Dr K Ponnusamy, Principal Scientist, Dairy Extension Div., NDRI, Karnal- Member
6. Joint Director (Agri), Bareilly
7. Dr Umesh Dimri, HD. Div. of Medicine – Member
8. Dr Amarpal, HD. Div. of Surgery (Representative) – Member
9. Dr P S Banerjee, HD. Div. of Parasitology – Member
10. Dr A M Pawde, PS, Surgery Div., IVRI –Member
11. Dr Putan Singh, PS, A N Division, IVRI –Member
12. Dr B P Singh, Pr. Sci, JDEE, IVRI- Member
13. Dr Himani Dhanze, Scientist, VPH, IVRI - Member
14. Dr Sanjay Kumar, Pr. Sci, ARIS Cell, IVRI, Izatnagar - Special Invitee
15. Dr Rupasi Tiwari, Pr. Scientist & I/c ATIC - Special Invitee
16. Dr M P Sagar, Pr. Scientist & I/c ToT, CARI - Special Invitee
17. Dr P N Kaul, Retd. PS, IVRI - Special Invitee
18. Dr M P Saxena, Retd. Prof. GBPUA&T, Pantnagar - Special Invitee
19. Dr R S Suman, Sr. Scientist, IVRI - Special Invitee
20. Dr Ajaysen Chaudhary, Professor & I/c, KGK, Bareilly- Special Invitee
21. Dr S P Singh, Professor, KGK, Bareilly - Special Invitee
22. Dr P K Mukherjee, Senior Scientist, IVRI - Special Invitee
23. Dr Pachaiyappan K, Scientist, IVRI - Special Invitee
24. Shri. B K Panwar, I/C, Comm. Centre, IVRI - Special Invitee

Dr Mahesh Chander, JDEE (Acting) cum HDEE & Member Secretary welcomed the Hon'ble Chairman and members of the Extension Council and briefed about the earlier meetings of Extension Council of IVRI. The extension activities organized by the institute during 2017-18 were reviewed by the Chairman and action plan for 2018-19 was decided in the meeting attended by 24 members including special invitees.

Agenda Item No.1: Confirmation of the Proceedings of the XVIII Meeting of Extension Council of IVRI held on 23.03.2017.

The Proceedings of the XVIII Meeting of the Extension Council held on 23rd March, 2017 were circulated to all the members vide letter No. F.1-1/2010-EE dated 23.08.2017, for comments, if any. However, no comments from the members were received. Accordingly, the House was requested to confirm the Proceedings of the XVIII 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 XVIII Meeting held on 23.03.2017.

Before initiating point-wise discussion, the Chairman suggested to advance the date of next Extension Council meeting may be during 1st fortnight of February, 2019 for intervention of strategies with the start of *pre-kharif* crop season.

Point-wise discussion was held on the action taken report on the decisions taken during the XVIII Meeting of the Extension Council held on 23.03.2018. The following points emerged for discussion:

2.1 Radio & TV Programmes

Radio & TV programmes attended by IVRI scientists towards creating awareness & popularizing good production practices & new technologies among farming communities and the other stakeholders were discussed. The house appreciated the efforts w r t radio programmes, and emphasised to take the programs further in higher numbers and in diverse areas including through DD Kisan Channel, which was agreed by the house. However, the chairman expressed his concern towards the maintenance of record & reporting in this regard needed much more prudence. It was reiterated again that proper record of total number of talks, radio and TV programmes should be maintained. The number of programs with topics covered shall be coordinated by JDEE's office and record maintained.

(Action: JDEE, All HDs/SICs)

2.2 Updating news of extension activities in the institute Home Page

The Chairman and the members were appraised about the news updates' timeliness and priorities for updating of the institute Home page. The Chairman reiterated that all HDs/In-charges including Heads of regional stations/campuses should promptly send/inform the news along with good quality analysed photos of the events organized by respective divisions/stations. The Chairman expressed high priority should be given to maintaining institute website by keeping it regularly updated & dynamic. He directed that ARIS cell as also the different units of IVRI should pay attention to the pre-requisites about the content creation, submission of impactful pictures/photos to ARIS cell and DKMA etc., for timely uploads in IVRI as well as ICAR websites. The views of the Chairman in this regard were agreed by all the members present.

(Action: JDEE, All HDs/SICs, I/c Computer centre)

Agenda Item No.3: Review of Extension Activities of IVRI during 2017-18

The report on the extension activities performed by Joint Directorate of Extension Education, Division of Extension Education, KVK and ATIC during 2017-18 was presented by Dr Mahesh Chander, Acting Joint Director (EE) through Power Point presentation. He explained the activities in detail, and initiatives taken by the various units of extension at IVRI. He also discussed the proposed activities during 2018-19. The various activities implemented by the KVK during 2017-18 were presented by Dr B P Singh, Principal Scientist & I/c KVK. The chairman appreciated the extension activities during the year including by the regional stations.

3.1 Field extension activities & Impact assessment

Impact of technologies: Regarding impact assessment of technologies, the house discussed on the points raised in the previous year's meeting and actions taken. The Chairman remarked that the assessment of impact created by technologies developed by IVRI was supposed to be assessed by scientist (s) identified with the responsibility to assess the impact of technologies by taking up a project on impact assessment has remained standstill. It was reiterated that the scientists from division of Extension Education should take up a project on impact assessment.

(Action: JD(EE), JD(R), All HDs/SICs All HDs/SICs)

3.2 Monitoring and documentation of various outreach and extension education programmes under *Mera Gaon Mera Gaurav* (MGMG) programme, Lab-To-Land programme (LLP) and preparation of monthly bulletin

The Chairman emphasised on monitoring the activities being implemented under MGMG programme and also urged for proper documentation about the various outreach and extension education programmes being executed under this programme. Besides, the Chairman also

directed to prepare the report on Lab-To-Land programme. Besides, he stressed the importance of releasing monthly e- bulletin in which KVK activities, information about on-going and forthcoming training programmes, information about interface meetings, details of visitors and their visit at important places of IVRI etc. to be highlighted. The house discussed about the on-going MGGM (*Mera Gaon Mera Gaurav*) program at IVRI. The Director explained the importance of the PMO's flagship programme and directed to pass on the matter to the colleagues engaged in this programme for taking the programme on priority basis and working as per the objectives and, agenda of the programme and with institute's mandate.

(Action: JDEE, All JDs, HDs/SICs)

3.3 Interface meets

The house discussed in detail about the interface meets conducted by the institute at various parts of the country. The Chairman appreciated the effort and instructed to explore the possibilities of conducting interface meets at different states which have not been explored so far in order to make wide coverage across the country. He also directed to identify the mechanisms and tools for measuring the outcomes and impact of such initiatives. He further suggested for preparing the document about various interface meets organized in previous years and current year by the JDEE for refinement and reorientation while taking it further and the house accepted the proposition.

(Action: I/c ATIC/JDEE)

3.4 Regarding “developing working models of different livestock species viz., buffalo, cow, sheep goat & pigs for different categories of farmers viz., small, medium & large farmers”, it was primed to the chairman regarding the part of work done in that matter, it was reiterated that the work has to be prioritized and finalized by Dr Pachaiyappan K, Scientist from the Extension Education division.

(Action: Dr Pachaiyappan K)

3.5 It was emphasized once again, that any externally funded project having extension component should compulsorily include an extension scientist from the institute.

(Action: JD(R) &All HDs/SICs)

3.6 Skill Development Training

Likewise in previous years, the matter concerning skill development trainings by IVRI was discussed extensively in this meeting too. The chairman & the house was appraised about the actions taken based on the suggestions provided by the house regarding the topics, duration etc.. The external member, Dr K Ponnusamy from NDRI, shared his experiences on diploma/vocational/certificate courses being organized at NDRI, towards skilling rural women

and youth. The issue was brainstormed regarding the feasibilities and the Chairman requested the External Member to provide the outline of the programs and the extension fraternity to work on the possibilities to conduct such courses at IVRI too.

(Action: JDEE & In-charge, KVK)

3.7 Streamlining of Weekly Animal Health Camps by Div. of Extension Education

Present status and happenings on weekly animal health camps by the Division of Extension Education was discussed again at the meeting and the HDEE responded to the house that the camps are being regularly held including students across the disciplines, as instructed by the Chairman, and efforts were being made to make them impactful based on feedback from the farmers.

(Action: HDEE, All HDs/SICs)

Agenda Item No.4: Proposed Action Plan of Extension Activities for 2018-2019

Dr Mahesh Chander, Acting Joint Director (EE) presented the proposed action plan of extension activities for 2018-19. The following points emerged during the presentation.

4.1 Virtual learning

Further efforts should be made to make available information in digital formats. The institute website, knowledge portals, information systems, mobile apps etc should be dynamic. The success stories should be documented through videos and uploaded on YouTube and other social media channels like Facebook, WhatsApp etc for faster information delivery at reduced cost. The Chairman emphasised on the development of mobile Apps those are farmers' friendly and compatible to the mobiles used by the farmers.

(Action: JDEE, JD (A), I/c KVK, ATIC, All HDs/SICs& In-charge Computer Centre)

4.2. Development and promotion of farmer friendly technologies

The house deliberated on the development/popularization of simple and farmer friendly technologies among the farmers. The example of Napier Hybrid Bajra was cited as one technology which can be popularized among the farmers to mitigate green fodder shortages. Likewise, vermi-composting, pashu chocolate, mineral blocks, animal vaccinations, integrated farming systems etc may be popularized using advance extension methodology, social media channels combined with traditional media including personal contacts.

(JDEE, KVK, ATIC, All HDs, SICs)

4.3. Activities under KVK, Bareilly

KVK, Bareilly under IVRI is one important agency in Bareilly meant for capacity building of farmers and technology assessment and refinement through OFTs & FLDs. The KVK is also responsible for promoting entrepreneurship among women and youth of the district. The Chairman appreciated the work done by KVK, and also instructed to expand the activities in fisheries by maintaining ponds (Existing and newly constructed), multiplication of fingerlings, etc. so as to convert the enterprise as profitable venture for revenue generation of KVK.

The KVK should strive hard to achieve the targets decided as per the approved Action Plan of KVK with focus on quantity and quality both. The action taken report on the recommendations of the Scientific Advisory Committee of KVK may be presented in the Extension Council Meetings.

(Action: JDEE/I/c KVK)

Agenda Item No.5: Reduced strength of scientists of Extension Education discipline in the Division of Extension Education.

The Chairman informed the house that the matter has been appraised in writing as also in person to higher authorities in ICAR on several occasions.

The Chairman thanked all the members for their participation, views and contribution towards past and future extension endeavours of the institute. The meeting ended with a vote of thanks to the Chair.
