

**PROCEEDINGS OF THE THIRTEENTH MEETING OF EXTENSION COUNCIL
OF INDIAN VETERINARY RESEARCH INSTITUTE, IZATNAGAR
HELD ON 21.09.2011**

The XIII Meeting of the Extension Council of IVRI was held on 21 September, 2011 at 11.30 A.M. in the Committee Room of Agricultural Technology Information Centre (ATIC), IVRI and the following members were present.

1.	Dr. M.C. Sharma, Director, IVRI, Izatnagar	Chairman
2.	Dr. Triveni Dutt, Joint Director (Extension Education)	Member
3.	Dr. V.P.Singh, Joint Director (Academic)	Member
4.	Dr. J.M. Kataria, Joint Director, (Research)	Member
5.	Dr. J.P. Sharma, Head, Div of Agril.Exten., IARI, New Delhi	Member
6.	Dr. Mahesh Chander, Head, Division of Extension Education	Member Secretary
7.	Dr. Ashok Kumar, HD/VPH	Member
8.	Dr. S.K. Mendiratta, Rep. Head, Division of LPT	Member
9.	Dr. S.K. Agarwal, Head, AR Division	Member
10.	Dr. Umesh Dimri, HD, Medicine Division	Member
11.	Dr.(Mrs.) Hema Tripathi, Project Coordinator, KVK, Izatnagar	Member
12.	Dr. Sanjay Kumar, Sr. Sci, ARIS Cell	Member
13.	Dr. Rupasi Tiwari, Senior Scientist & I/c ATIC, IVRI	Member
14.	Dr. P. Singh, PS & Coordinator, Farm, IVRI	Member
15.	Dr. A.B. Panday, SIC, IVRI Mukteswar campus	Member
16.	Dr. A.N. Mishra, Rep. Joint Director, Agriculture, Bareilly	Member
17.	Dr. Sangeeta Tiwari, Representing Dy. Director (AH), Bareilly	Member
18.	Sri Pankaj Kumar, Chief Adm Officer, IVRI, Izatnagar	Member
19.	Dr. B.P. Singh, Senior Scientist, JD(EE), IVRI, Izatnagar	Special Invitee
20.	Dr H.R. Meena, Senior Scientist, Division of Extn. Education	Special Invitee
21.	Shri Kundan Singh, In-charge, Communication Centre, IVRI, Izatnagar	Special Invitee

At the outset, 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 despite his busy schedule.

In his opening remarks, Dr. M.C. Sharma, the Director, IVRI and Chairman, Extension Council of IVRI welcomed the members to the meeting and highlighted the achievements of IVRI and challenges for the extension system in the face of rapidly changing global scenario of agricultural development which is going to be even more competitive in future. He made particular mention of the ICAR awards received by IVRI scientists in various areas during 2010, in which Extension Education scientists had won almost 50% of the awards out of total 9 awards received by IVRI scientists. He congratulated the winning scientists of the extension discipline and urged to do even more efforts towards effective and targeted extension service to the farming community. He stressed that more collaborative efforts are needed between state agencies and IVRI, for which he appreciated the ever willing and cooperative attitude of the state departments of Agriculture and Animal Husbandry, Bareilly, for which he expressed his thankfulness to the state department agencies. He emphasized that this meeting of Extension Council of IVRI was intended to deal with the issue of transfer of technologies to the farmers as fast as possible in most simple ways so that farmers readily adopt the technologies for improvement in their production systems. He appreciated the good work done by all the components of Extension at IVRI like The Joint

Directorate of Extension Education, Division of Extension Education, KVK, ATIC including Communication Centre. He assured that the administration will always be supportive to the good endeavours of the Extension Education personnel of this institute. Also, the Chairman thanked the officials of the State Government attending the meeting, for the support extended by the state agencies in organization of extension activities like exhibitions, Kisan Mela, gosthi, including their participation in the Extension Council Meetings, whenever held.

Agenda Item No.1: Confirmation of the Proceedings of the XII Meeting of Extension Council of IVRI held on 22.07.2010.

The Proceedings of the XII Meeting of the Extension Council held on 22nd July, 2010 were circulated to all the members vide letter No.F.42-1/2010-EE dated 11.10.2010 for their comments, if any. No comments from the members were, however, received. Accordingly, the House was requested to confirm the Proceedings of the XII 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 XII Meeting held on 22.07.2010.

Point-wise discussion was held on the action taken report on the decisions taken during the XII Meeting of the Extension Council held on 22.07.2010. The following points emerged for discussion:

2.1 Seeking sponsorship for 'Farm School on Air' Programmes: Chairman advised that the Farm School-on-Air programme should run on external sponsorship basis, for which banks, pharmaceuticals & fertilizer companies should be approached. He informed that SBI when approached by him earlier had agreed to sponsor one Farm school-on-Air programme. Likewise, other banks, pharmaceuticals should be approached for this purpose to organize programmes in future. The Joint Director (Ext Edu) informed that the banks has already been approached and they have responded positively.

(Action: Joint Director (EE))

2.2 Package of recommended practices: The package of practices should continuously be developed, compiled and made available to farmers possibly through IVRI website as well. The Chairman directed to In-charge, ARIS cell to regularly upload all events, news, meetings, awards, activities of ATIC etc on webpage. The JD(EE) and KVK I/C informed that the farm literature is being developed on regular basis for distribution among the farmers.

(Action: JD(EE)/In-charge, ARIS Cell and concerned Divisions)

Agenda Item No.3: Review of Extension Activities of IVRI during 2010-11.

The report on the extension activities performed by Joint Directorate of Extension Education, Division of Extension Education, KVK and ATIC was presented by Dr. Triveni Dutt, JD(EE). A PowerPoint presentation was made by the JD(EE), explaining the activities in detail, initiatives taken by the various units of extension at IVRI. He also discussed the proposed activities during 2011-12.

The Chairman appreciated the good work done by extension set-up of IVRI and desired that the activities still need to be upscaled further so as to highlight IVRI's role in technology transfer and to generate revenue. He stressed that efforts need to be made to go beyond Bareilly district for field extension activities and also have collaborative programmes with other ICAR institutes, NGOs and state agencies in different parts of India.

3.1 Good quality seed material from IARI should be used to produce and multiply paddy and wheat seed material. Then this paddy and wheat produced at KVK farm should be branded and sold as certified seed for more income. If work is done on this mission, the KVK will be able to generate the revenue of Rs. 6,00,000/-. A letter may be sent to Director, IARI for MOU on seed production and multiplication. In case of vaccines, OFT may be used for vaccination validation. IVRI products should be packaged in good packing using standard material of good quality to attract consumers.

(Action: I/c, KVK)

3.2 The rates of the vermicompost produced by IVRI should be fixed little lower than the prevailing market rates, since unsold vermi-compost is lying as waste. Attention should also be paid on packaging of 1, 2, 5, 10 and 50 Kg capacity. In-charge communication centre may arrange for finalizing the design for packaging and he should get printed 5000 bags in 1, 2, 5, 10 and 50 Kg capacity. The Chairman advised that IVRI trademark should be developed and used on IVRI products for sale in market to enhance credibility and popularity of IVRI products, for which up to Rs 1 lakh would be sanctioned.

(Action: I/c, KVK)

3.3 The rate of honey produced by KVK farm may be increased to Rs 250/Kg. The honey may be packed in the pack of 100 gms, 250 gms and 500 gms for efficient marketing among different categories of consumers.

(Action: I/C, KVK)

3.4 The Integrated Farming System (IFS) model should include more livestock species like cows and pigs, for which the required construction may be completed at the earliest. Dr Hema Tripathi agreed that this work is possible, only when I/C Engineering section would submit the plan after the due approval of the competent authority. The IFS model with inclusion of cows and pigs should be ready by December 2011.

(Action: I/C, KVK)

3.5 The matter concerning grinding-cum-mixing machine is pending since long despite it being included in the XI plan EFC memo. It may be procured urgently for which, if required Rs.1.00 lakh would be sanctioned from the non-plan budget of the institute for scaling up the production of mineral mixture. Dr. Putan Singh informed that it is an item approved in the EFC memo, so can be purchased by the Division of Animal Nutrition. A committee may be constituted to purchase this item immediately.

(Action: HD, Animal Nutrition Division & I/c, ATIC)

3.6 All the Division should scale up extension activities and contribute to the extension activities of the institute. The Joint Directorate of Extension Education would develop & coordinate the field extension programmes involving the scientists of various divisions at IVRI. The Heads of Divisions of Medicine, Surgery and Animal Reproduction should ensure participation of the scientists in the weekly animal health camps being organized by the Division of Extension Education, which is now decided to be held at Rajau Paraspur in place of Rithora. The teams for field extension activities should leave on time.

(Action: JD(EE)/All Heads of Decisions/Sections)

3.7 Establishment of IVRI – FM Radio Station “Pashu Vani”

JD (EE) informed that to develop the IVRI-FM radio station “Pashu Vani”- efforts were made during XI plan but it could not be established due to various reasons. The Chairman desired that IVRI FM radio station should be established in XIIth plan.

(Action: JD (EE))

3.8 Streamlining of Animal Health Camps at Rithora

Dr Mahesh Chander, HD (EE) submitted that the Division of Extension Education has been organizing weekly animal health camps at Rithora village in collaboration with Divisions of Medicine, Surgery and AR for last more than 30 years. This camp is organized in the premises of ‘D’ category hospital of the UP State Department of Animal Husbandry. These camps have a good potential to serve as the field clinical demonstration units for the students of IVRI. Accordingly, its operation needs to be revamped in active collaboration with the Divisions engaged in clinical works. He further informed that the site of the camp has now been shifted to Rajau Paraspur village under the block Fareedpur. Dr Sangeeta Tiwari, the representative of DD (AH), Bareilly also appreciated the new site for these weekly camps. She assured that the state department would continue to extend its support in organization of these camps. The chairman advised that Rajau Paraspur village should be selected only for two years and after two year this village should be replaced by other village so that benefit is extended to more number of villages in rotation.

(Action: JDEE/HD (EE)/I/cKVK)

Agenda Item No.4: Proposed Action Plan of Extension Activities for 2011-2012.

Dr Triveni Dutt, JD (EE) presented the proposed action plan of extension activities for 2011-12. The chairman appreciated the action plan drawn by the Joint Directorate of Extension Education.

4.1 Extension programme to be undertaken at National level in collaboration with eminent NGOs, regional station of IVRI, ICAR Institutes, SAUs & SVUs.

(Action: JDEE)

Fresh Agenda Items

Agenda Item No. 1: Priorities of Animal husbandry extension in the XII plan.

Priorities in A H Extension activities at IVRI have to be in tune with the national policies and programmes, Vision 2030 of IVRI & ICAR as also in line with the approved recommendations of the XII Plan working groups on Agricultural Extension & A H Extension constituted by Planning Commission, Govt. of India.

(Head, Extn Education Division)

While developing extension programmes, care must be taken to take note of the recommendations of the various committees, vision documents of ICAR and IVRI as also the priorities identified for XII plan.

(Action: JDEE)

Agenda Item No. 2: Reduced strength of scientists of Extension Education discipline in the Division of Extension education.

At present, only two scientists are posted in the Division of Extension Education, IVRI, out of total five scientists of Extn. Education discipline posted at IVRI including Programme Coordinator, KVK. As per the revised cadre strength, 08 scientists are supposed to be posted at IVRI. Even the strength of 08 scientists is less, considering the quantum of work and minimum scientific requirement of Division i.e 10 scientists. The sanctioned scientific strength at IARI (22) and scientists in position at NDRI too is more than 10, so ICAR may be requested for posting of more scientists of Extension Education discipline at IVRI.

(Head, Extn Education Division)

The Chairman informed that there is little hope of posting of more scientists, since the cadre strength is already decided, but he assured that the scientists of Extn Education discipline can be requested from the flexi discipline provision, which is within the power of the Director. He assured that efforts would be made to post more scientists of Ext education discipline from the quota of flexi discipline.

Remarks of Invited experts

Dr. J.P. Sharma, Head, Div of Agril Extension, IARI & Member, Extension Council of IVRI expressed that IVRI extension activities are quite appreciable, especially when there is very limited scientific manpower. He was of the view that IARI and IVRI can gain greatly through collaboration. At IARI, there is farmer connect facility by name Pusacom, which is better version of KCC or Helpline. Videoconferencing can also be exploited to improve the exchange of information with various agencies across the country. He was of the view that IVRI scientists including the Director can think of visiting villages in evening hours with the possibility of night stay. The presence of Director in such activities motivates the scientists and farmers to a great extent, he opined. Dr J P Sharma also elaborated about the importance of mobile van, farmers' organization/kisan club, publication of Champion Farmers' catalogue, Transfer of Technologies through regional stations of IVRI, establishing exhibition halls at regional stations, organizing Kisan Mela at regional stations and development of model villages. The Representatives of State Line departments viz Animal Husbandry and Agriculture, namely Dr Sangeeta Tiwari and Dr A N Mishra also expressed their satisfaction on the extension activities being carried out by the IVRI. They assured that their respective

line departments would always be extending support in the activities and would readily collaborate in any proposal on joint activity initiated by IVRI for the agricultural and livestock development in the region.

Concluding Remarks of the Chairman

Dr. M.C. Sharma, Director, IVRI and Chairman of Extension Council in his concluding remarks expressed his satisfaction at the active deliberations on the extension activities of IVRI. He thanked all the members for their active participation in the meeting by giving valuable inputs and expected the same in future meetings. He advised the extension scientists of IVRI to be more proactive in the interest of farmers as also in their own interest as now ICAR is giving more weightage to contribution in extension work. He expressed the hope that the IVRI scientists in general and extension education scientists in particular would work even more towards the efficient transfer of technologies to livestock owners.

On completion of the deliberation on the various agenda items for the meeting, Dr. Triveni Dutt, Joint Director (EE) proposed a 'vote of thanks' to the Chair and to all the members for keen and active participation in the Extension Council meeting.

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

Sub: Proceedings of XIII Meeting of Extension Council of IVRI-approval reg.

Sir,

The proceedings of the XIII meeting of Extension Council of IVRI held on 21 September, 2011 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, div of Extension Education
& Member Secretary, Extension Council of IVRI