

Proceedings of XXIV Meeting of the Extension Council of ICAR- IVRI, March 24, 2023

The XXIV Meeting of the Extension Council of ICAR-IVRI was held on March 24, 2023 at 3.00 P.M. in hybrid mode in the Committee Room of Administrative block, ICAR-IVRI. The meeting started with the welcome address by Dr Mahesh Chander, HD (EE) & Member Secretary. Dr Triveni Dutt, Director, ICAR-IVRI chaired the session. The Director, ICAR-IVRI in his introductory remarks emphasized that extension activities must be given equal weightage at par research and education in IVRI for comprehensive and holistic development of institute. Recently, government is stressing on ‘knowledge economy’ so in this regard, the institute will only focus on those research activities, package of practices and technologies which are having positive impact on farmers, both in short term or long term. Only Knowledge economy based research viz. research having significant social impact should be allowed at ICAR-IVRI which will help in getting NAAC accreditations. The research publications with high impact factor or NAAS rating but not having significant social connect with farmers, veterinary officers etc. will not be encouraged. For basic research, only those researches would be preferred whose outcome will replace the previous technology or any patent in long run. For an institution, PME works like a growth engine, thus, the priority of researches and monitoring based on social connect is necessary. The Chairman, also remarked that the every scientist’s research publication must be filled in Krishi Kosh as future assessment may be based on those entries. The ICT acts like a global knowledge super power and India ranks second in internet usage, thus, innovative ICT tools i.e. online veterinary polyclinic, Dairy SHRIYA etc. must be used for wider outreach of the institute technologies. The Member Secretary of Extension Council meeting briefed about the previous year meeting of Extension Council of ICAR-IVRI. The different extension activities carried out by the institute and its regional centre’s during 2022-23 were reviewed by the Members of the Extension Council of ICAR-IVRI. Also, the action plan for 2023-24 was decided in the meeting attended by 40 members including special invitees. The in-depth discussion was held on ATR and the Action Points/Recommendations emerged from the issues have been presented as under:

Issues and Action Points/Recommendations emerged from the meeting

S. N.	Issue and thrust area	Action point/recommendation	Issue raised by	Action to be taken
1.	Dissemination of farmer friendly livestock technology through farm literature.	<ul style="list-style-type: none"> The publication of farmers friendly literature may be enhanced and all centres should be involved. 	Chairman	Coordinator, Farmer Friendly literature publication
2.	Different Joint Directorates should enhance their participation in different extension	<ul style="list-style-type: none"> Different Joint Directorate of ICAR-IVRI should work in integrated mode for effective outcome of extension activities of the institute. 	Chairman	JD (EE), JD (R), JD (CADRAD) & JD (Acad.), JD (Mukteswar, Bengaluru),

	activities of the institute in collaboration with JDEE.			SICs
3.	Creation of in-house recording studio	<ul style="list-style-type: none"> • For establishment of in-house recording studio the provision in EFC will be made 	Member Secretary	Coordinator, Farm School on Air
4.	Streamlining various training programmes conducted by ICAR-IVRI	<ul style="list-style-type: none"> • Year 2022-23 calendar is already uploaded on website and should be updated timely • All the centres and regional centres should propose ODL/certificate courses and the compiled list may be uploaded on IVRI website. The list of trainings posted on website for other stakeholders may be revised after consolidating all training of ABI, ODL courses and courses proposed from all centres. Further, training organised by CAFT and other winter and summer school courses & all short term courses of university may all be added • KVK training to be included in the total training to be shown by IVRI. Unique roll numbers to be taken from University for each trainee of KVK 	Chairman	<p>Coordinator, Capacity building cell</p> <p>Coordinator, Capacity building cell</p> <p>Incharge KVK</p>
5.	Interface meeting	<p>Increase the interface meets especially with NEH region, Mizoram, Assam etc.</p> <p>Interface meeting with industry, Veterinary officers, farmers, NGO must be organized</p> <p>Interface meet with Directors of all SDAH may be planned</p>	Chairman	Coordinator, Interface meetings
6.	MoU between ICAR-IVRI & Progressive farmers	<ul style="list-style-type: none"> • The progressive farmers must be linked with social media platforms like IVRI facebook page, Instagram, Twitter etc. • List of progressive farmers may be uploaded on IVRI website with their full contact details. List may be categorised into various enterprises being practiced by them. The list may include the 	Chairman	<p>Coordinator, social media</p> <p>Incharge KVK</p>

		farmers trained by IVRI as well as other farmers of the country, which may be obtained from other KVKs/ATARI		
7.	Establishment of ODL (Open and Distance Learning)	<ul style="list-style-type: none"> • Online and offline veterinary and animal husbandry module should be developed • The SWAYAM Portal may be harnessed for launching the ODL courses until the development of the institute's own online platform 	Chairman	Coordinator ODL
8.	Uniform showcasing of ICAR-IVRI technology	<ul style="list-style-type: none"> • Already uniform showcasing of technologies prepared and communicated to centres 	Chairman	Coordinator, Showcasing technologies
9.	Organization of <i>kisan</i> Mela	<ul style="list-style-type: none"> • Organize <i>Kisan mela</i> at ICAR-IVRI and regional stations for wider publicity of ICAR-IVRI technologies 	Chairman	JD (EE) Nodal Officer, Extension Activities of each campus/ regional centre
10.	Establishment of seed village	<ul style="list-style-type: none"> • The good quality of semen must be provided to the farmers • Breeding Value of Outstanding bulls of GPC should be displayed on IVRI website 	Chairman	Coordinator and team members, Seed village Dr Subroto Gosh, HD/AR Divn.
11.	Report of Farmer First Project report	<ul style="list-style-type: none"> • Achievement of farmer First program were discussed 	Chairman	Dr Ran Vir Singh, PI
12.	National level Consultation programme	<ul style="list-style-type: none"> • Frequency of tele-consultancy and radio talk should be increased. • It should be routed through head and must be communicated to JD(EE) for records. 	Chairman	Coordinator, Farm School on Air
13.	Pashu Palak Kisan Samman award	<ul style="list-style-type: none"> • More number of Kisan Mela should be organized for better motivation of farmers. 	Chairman	Nodal officers extension activities at regional stations & Incharge KVK
14	Member of Extension Council meeting	<ul style="list-style-type: none"> • Name of Director, ATARI Kanpur, is hereby proposed to be member of Extension Council, ICAR-IVRI. It needs to be 	Chairman	JD(EE)

		approved by BoM of IVRI		
15	Mandates of JDEE	<ul style="list-style-type: none"> • Mandates of JDEE would be aligned with institute mandates but objective can be revised based on committee recommendations 	Chairman	JD(EE) & Member Secretary
16	Update new technology	<ul style="list-style-type: none"> • Inventors of new technologies/ latest know how of technologies should communicated to JDEE for wider publicity 	Chairman	JD(EE)
17	Enhance ICAR-IVRI visibility	<ul style="list-style-type: none"> • Selfie point can be created • Link scientists with Google scholar etc. 	Member secretary Chairman	Coordinator, Social Media & HoDs
18	Radio talks	<ul style="list-style-type: none"> • All scientists receiving invitation for Radio talks may provide the copy of invitation / information to JDEE through email 	Chairman	Coordinator Cell
19	Start ups	<ul style="list-style-type: none"> • List of Entrepreneurs/ Startups developed by IVRI may be uploaded on IVRI website with full contact details 	Chairman	PI, ABI
20	Workshop	<ul style="list-style-type: none"> • One/ Two day Workshops may be organized for Technical staff of IVRI of all centres for developing core competencies in extension (Virtual/ Physical mode) for strengthening the extension activities of the institute 	Chairman	TEC-Pune

The presentation was given by Dr Rupasi Tiwari (JDEE) about various extension activities carried out by ICAR-IVRI and regional stations.

Chairman: Appreciated the presentation and various extension activities conducted at regional stations

Proposed extension activities 2023-24 presented by Dr Rupasi Tiwari (JDEE)

1. Interface meet and Industry meet date must be provided by the Bangalore center
2. Kisan mela to be organized at ICAR-IVRI
3. Farmers' friendly literature in Kannad and Marathi language to be developed
4. For ODL, regional stations i.e. Pune, Mukteshwar and Kolkata were asked to give date and topics including ensuring the enrollment number for certificate, register courses and vocational training.
5. Centralize the information of Farm school on Air, radio talk, MGMG and SAGY
6. Training to be organized in the year 2023-24, the details are required from regional stations i.e. Palampur, Bangalore and Kolkata
7. Community radio station should be established at regional stations

Special Invitees remarks

1. Dr. R.K. Singh, ADG (Agricultural Extension)

1. For effective outreach of technology, one person one product concept should be implemented effectively
2. Effective extension models should be developed for wider outreach of technology.

2. Dr. P. N. Kaul Sir Retd. PS (EE, IVRI)

1. Core area of Extension domain must be emphasized
2. Fundamentals of extension system must be taught to each scientist for effective dissemination of technology to farmers

3. Dr. M.P. Saxena Retd. Prof & Head, GBPUAT, Pantnagar

1. Extension system must be given an equal importance in Institute like research and Education
2. Feedback based extension is required
3. Need/ problem identification is the basis of extension system

4. Dr. H.P.S. Arya, Retd. PS & Head, EE, IVRI

1. Integrated approach in extension system is required, since work in isolation will no longer survive

5. Dr Lalit Verma, Additional Director Animal Husbandry, Bareilly

1. Information should be uploaded on portal for wider coverage
2. Functional livestock based FPOs working in different districts of UP should be communicated to JDEE

The Chairman made following concluding remarks:

- Provide Capsule courses for Industry for taking forward the institute technology
- Emphasizing on capacity building and update knowledge of field veterinarians through trainings
- Attractive flyers for training programmes should be disseminated through different social media to attract the attention of trainees
- Interface meeting with VO, NGO, state departments officials etc. must be organized on regular basis
- Blended learning ecosystem must be emphasized
- Veterinary education should be linked with vocational and professional education
- Focus on farmers' friendly literature in vernacular language
- Artificial Intelligence, IOT, development of value chains need to be emphasised for future work by scientists

The meeting ended with vote of thanks given by Dr Mahesh Chander, HD (EE) & Member Secretary.

**Participants of the XXIV Meeting of the Extension Council of ICAR-Indian Veterinary
Research Institute, Izatnagar Held on 24.03.2023**

1. Dr Triveni Dutt, Director & Chairman
2. Dr R.K.Singh ADG (Agricultural Extension), ICAR, MoA&FW
3. Dr. S.K. Mendiratta Joint Director (Academic), ICAR-IVRI, Izatnagar
4. Dr. S.K. Singh, Joint Director (Research), ICAR-IVRI, Izatnagar
5. Dr. K.P. Singh, Joint Director (CADRAD), ICAR-IVRI, Izatnagar
6. Dr. Rupasi Tiwari, Joint Director (EE), ICAR-IVRI, Izatnagar
7. Dr. Mahesh Chander, HD (EE) & Member Secretary
8. Dr Ashok Kumar Mohanty, Joint Director, Mukteshwar Campus
9. Dr A.K. Verma, Head, Division of Animal Nutrition, ICAR-IVRI, Izatnagar
10. Dr S. K. Pandey, Head, Head, Division of Livestock Economics and Statistics
11. Dr S. Ghosh, Head Division of Parasitology, ICAR-IVRI, Izatnagar
12. Dr Shahdeb Dey, Head, Medicine Division, ICAR-IVRI, Izatnagar
13. Dr. N. Srivastava, Senior Scientist, ICAR-IVRI, Izatnagar
14. Dr. S Bandyopadhyay, Head Parasitology Division, ICAR-IVRI, Izatnagar
15. Dr. K. Bhilegoankar, Head, VPH Division, ICAR-IVRI, Izatnagar
16. Dr P. Dhar, Head, Div. of Standardization, ICAR-IVRI, Izatnagar
17. Dr B. P. Singh, Principal Scientist, JDEE, ICAR-IVRI, Izatnagar
18. Dr. Anuj Chauhan, Sr. Scientist, LPM Division, ICAR-IVRI, Izatnagar
19. Dr. Bablu Kumar, PS, BP Division, ICAR-IVRI, Izatnagar
20. Dr. Brijesh Kumar, Scientist, Division of AR, ICAR-IVRI, Izatnagar
21. Dr Chandrakanta Jana, Pathology Division, ICAR-IVRI, Izatnagar
22. Dr B.H.M. Patel, PS, ICAR-IVRI, Izatnagar
23. Dr. G. SaiKumar, ICAR-IVRI, Izatnagar
24. Dr Amarpal, I/c RVP, ICAR-IVRI, Izatnagar
25. Dr. S.K. Saha, PS, AN Division, ICAR-IVRI, Izatnagar
26. Dr Sameer Shrivastava, Sr. Scientist, Biotechnology Division, ICAR-IVRI,
Izatnagar
27. Dr. Ran Vir Singh, PI, FFR, AG Division, ICAR-IVRI, Izatnagar
28. Dr. P.N. Kaul, Retd. PS (EE, IVRI)
29. Dr. M.P. Saxena, Retd. Prof.(GBPUAT, Pantnagar)
30. Dr. H.P. S. Arya, Retd. PS (EE, IVRI)
31. Dr. Himani Dhanze, Scientist (SS), ICAR-IVRI, Izatnagar
32. Dr. Madan Singh, Scientist, ICAR-IVRI, Izatnagar
33. Dr. Shruti, Scientist, ICAR-IVRI, Izatnagar
34. Dr Geeta Chauhan, PS, Division of Livestock Products Technology
35. Dr. Vishwa Nath, Farm Management Officer, Joint Director Agriculture office
Bareilly
36. Dr Suman, Talukdar, Sr. Scientist, LPT Division, ICAR-IVRI, Izatnagar
37. Dr Ayon Tarafdar, Scientist, LPM Section, ICAR-IVRI, Izatnagar
38. Mr Pratap Kumar, Farmer, Bareilly
39. Mr Prempal, Sugarcane farmer, Bareilly
40. Mr Ved Prakash, farmer Bareilly