



FINAL CIRCULAR



ISEE National Seminar

on

TRANSFORMING INDIAN AGRICULTURE THROUGH PLURALISTIC & INNOVATIVE EXTENSION APPROACHES FOR SELF RELIANT INDIA

October 4-6, 2021

Venue:

**Banaras Hindu University
Varanasi, Uttar Pradesh**

Organized by

**Indian Society of Extension Education
Division of Agricultural Extension, ICAR-IARI, New Delhi**

**Banaras Hindu University, I.A.S.
Varanasi, Uttar Pradesh**

**Banda University of Agriculture & Technology
Banda, Uttar Pradesh**

**Global Communication Research Association
1a Paralela y Ladislao Castelví. San Miguel. Cambyreta. Itapúa. Paraguay**



The Seminar

Agricultural Extension over the past several years has been an essential tool to bring a positive change in farm and home life of Indian Farmers. Though Agricultural Extension was highlighted during green revolution, its contribution in animal husbandry, forestry, horticultural sciences and in health sciences have high significance and relevance to India as well as to the world. The core principle of extension are to make the farmers think, discover and work to fulfil their needs by using appropriate technology with the help of extension support to become successful and self-reliant.

During COVID19 crisis Prime Minister Shri Narendra Modi, gave the clarion call for *Atmanirbhar Bharat* on May 12, 2020 to make India self-reliant in economy, infrastructure and systems to manage demography and demand in different sectors of the country. The approaches and models of extension have been modified to suite the need of the country time. The time has again come to reorient extension strategies and application to respond to the call of prime minister of India for empowered India. In this context, Agricultural extension and its mechanism, methods are of high importance to support honourable prime minister's mission of making India ***Ek Bharat Sresth Bharat (one India Great India)***.

Themes

1. Improving Rural Economy through Innovative Extension Approaches
2. Strengthening Rural Infrastructure and Agricultural systems through PPP mode
3. Digital Extension for *Atmanirbhar* Bharat
4. Market-led Extension for *Atmanirbhar* Bharat
5. Agripreneurship and Start-ups for *Atmanirbhar* Bharat
6. Farmers Producers Company for self resilience
7. Extension strategies for empowerment of women and rural youth.

Purpose of the seminar

National Seminar will bring out relevant, principles, practices, technology, methods, experiences and experiments in the field of Agricultural Extension which have direct and indirect implications for *Atmanirbhar Bharat*. It will prescribe strategies and scientific supports accelerating the *Atmanirbhar Bharat* programme in India.

The ISEE, New Delhi

The Indian Society of Extension Education (<http://www.iseeindia.org.in/>) was established on June 22, 1964. At present, there are more than 2000 life members with the mission to advance the cause of extension education. This Society is publishing quarterly Research Journal entitled, 'Indian Journal of Extension Education' since 1964. The Society organizes Seminars, Symposia, Workshops and Conventions at National and International levels on topics of national and international importance from time to time. The first National Seminar by ISEE was organised in 1967 which paved the way for establishing extension education as strong discipline. Dr K.N. Singh, Dr. Y. P. Singh, Dr. C. Prasad, Dr. S.N. Singh, Dr B. P. Sinha and others contributed towards scientific and academic rigour. The Society has brought out several Proceedings, Compendiums, Souvenirs, Seminar recommendations and Books for policy advocacy. Indian Journal of Extension Education has got the highest NAAS rating i.e. 5.95 (w.e.f. 01.01.2021) among the Journals in the discipline of Extension Education. The journal is open access and follows online management system through <http://epubs.icar.org.in/ejournal/index.php/ijee/index>.



The BHU, Varanasi

Banaras Hindu University is an internationally reputed temple of learning, situated in the holy city of Varanasi. This creative and innovative university was founded by the great nationalist leader, Pandit Madan Mohan Malviya, in 1916 with cooperation of great personalities like Dr. Annie Besant, who viewed it as the University of India. Banaras Hindu University was created under the Parliamentary legislation - B.H.U. Act 1915. It played a stellar role in the independence movement and has developed into the greatest centre of learning in India. It has produced many great freedom fighters and builders of modern India and has immensely contributed to the progress of the nation through a large number of renowned scholars, artists, scientists and technologists who have graced its portals.

The IAS, BHU, Varanasi

With a humble beginning with only 3 teachers in 1931 the Institute of Agricultural Research upon the recommendation of the Royal Commission on Agriculture, of which, the illustrious founder of this university the late Mahamana Pt. Madan Mohan Malaviya Ji was a member established this Institute. Presently Institute has two faculty, viz. Faculty of Agriculture and faculty of Veterinary and Animal Sciences. During 2017-18 the Faculty of Agriculture, Institute of Agricultural Sciences got accredited by National Board of Accreditation, Indian Council of Agricultural Research, New Delhi for the duration of 2017-2022.

About the Department of Extension Education

The Department of Extension Education started functioning as a section in 1975 with S.N. Sharma & Dr. K.N. Pandey from Department of Agronomy. The full-fledged Department was created & started function in the year 1981 by Dr. K.N. Pandey, Dr. Vijay Singh from Department of Agronomy with able leadership of Dr B. D. Pandey as the founder Head. During the period of 46 years existence the Department has produced precious scientists, administrators, NGO experts, teachers and policy makers. The scientific and academic contributions of the department have a deep impact among the extension fraternity, agriculture and the Indian society in general. The Department of Extension, BHU is proud and rich by the tireless service of Prof. V.K. Dubey, Prof. Dipak De and Prof. D.K. Sujan. It has witnessed the visit of many legendary persons of Extension. Few notables' names include Dr. J. B. Chitambar, Dr. K.N. Singh, Prof. Y.P. Singh, Prof. P.N. Jha, Dr. G. Trivedi, Dr. C. Prasad, Dr. S.N. Singh, Dr. B.S. Hansra, Prof. Daulat Singh, Prof. D. Dasgupta, Dr. V.V. Sadamate, Prof. C. Satapathy, Dr. B.K. Chaubey, Dr. S.L. Tripathi and Dr. R.K. Samanta. The Department received two Jawaharlal Nehru Awards, two O.P. Dahama Award and one Raman Fellowship for the contributions for scientific Excellence.

The Participants

The seminar would be of great utility for researchers, academicians, policy planners, NGOs/ extension professionals, students and progressive farmers having interest in sustainable agricultural development along with entrepreneurs, FPOs and Start Ups engaged in *Atmanirbhar* Bharat.

Call for Papers

The papers are invited on identified themes of the seminar. Papers should be based on the original research, training and extension experiences focusing on any of the seminar themes. Review/ Data based papers, case studies and development experiences of individuals and organizations may also be accepted. Soft copy of the abstract (about 300 words) and full paper (about 3000-4000 words, 12 font size, double spacing, A4, 10-12 pages) typed in Times New Roman font, having 25 mm margin from all



sides in MS-Word format. The papers should be sent through email to **iseeseminar2021@gmail.com**. It is proposed to publish a Nation Seminar 2021 special issue of Indian Journal of Extension Education, in which the research papers and research notes written according to the format and guidelines of the journal are proposed to be included.

The ISEE Awards

The Indian Society of Extension Education has instituted various awards, which are conferred on high-calibre extension educationists in recognition of their meritorious works & services to the disciplines of Extension Education. The applicants willing to contest may send a soft copy of their resume along with documents as per format (available at <http://www.iseeindia.org.in/>) of different awards to **iseeawards2021@gmail.com** by due date **September 20th, 2021**. Presence of applicants applied for the award is must in the seminar. The rule of cooling period of one National Seminar applies for the aspirants.

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 Rs. 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.

The soft copy of the application along with the resume (in prescribed format only) and a brief synopsis of the lecture note be sent in 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. Shankariah Chamala, and Mrs. Shakuntala Chamala, Professor of Agricultural Extension & Management, School of Natural Rural Systems Management, University of Queensland, Brisbane, Australia. Dr. Chamala donated Rs. 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 Scores) 2. Problems investigated and solutions offered (20 Scores), 3. Research funds mobilized from external resources (10 Scores), 4. Seminar/ Symposia/ training organized based on research (25 Scores) and 5. Contribution made to research methodology (20 Scores). Total= 100 Scores.

The soft copy of the application (in prescribed format only) along with the research papers published in NAAS rating scientific journals be sent in time.

3. Dr. O.P. DAHAMA 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 Scores), 2. No. of student thesis guided (10 Scores), 3. No. of research papers published out of theses (10 Scores), 4. Innovations in classroom teaching (15 Scores), 5. No. of courses developed (10 Scores), 6. No. of papers presented



in seminars/ symposia (15 Scores), 7. Award/ recognition received (10 Scores), 8. No. of textbooks/ reference books written (10 Scores), 9. No. of training programme organized/ participated in some capacity, (10 Scores). Total= 100 Scores.

The soft copy of the application (in prescribed format only) along with supporting materials relevant for the award be sent 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 Scores), 2. Contribution made to the field extension methodology (10 Scores), 3. Extension approaches followed (15 Scores), 4. Impact of field extension services in terms of productivity (10 Scores), 5. Rewards/ recognitions received for achievements made in field extension work (15 Scores), 6. Establishing functional linkage with research and state extension systems (20 Scores), 7. Institutional material developed (10 Scores). Total= 100 Scores.

The soft copy of the application (in prescribed format only) along with supporting materials relevant for the award be sent 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 Rs. 1.00 lakh for institution 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 (20 Scores), 2. No. of student theses guided (20 Scores), 3. Research contributions (Contribution made to research methodology, handling and internal and external research projects, Research funds mobilized from external resources)(20 Scores), 4. Innovations in teaching and No. of courses developed (20 Scores), 5. Award/ recognition received (10 Scores), 6.No. of text books/ reference books written (10 Scores). Total= 100 Scores.

The soft copy of the application (in prescribed format only) along with supporting materials relevant for the award be sent 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 extensionists from each zone. The Vice-President, ISEE of respective zone in consultation with two other eminent extensionists will recommend the 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 be attached.



The soft copy of the application (in prescribed format only) along with a brief biography & relevant documents be sent to in time.

7. YOUNG SCIENTIST AWARD

The award is 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.

The soft copy of the application (in prescribed format only) along with the resume including date of birth certificate and supporting materials relevant to extension research and field extension services be sent in time.

8. BEST KVK SCIENTIST AWARD

The award is given to fifteen Scientists (three 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 in a zone. 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 (10 score). 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 score). 7. Rewards/recognitions received for achievements made in field extension work (10 score). 8. Establishing functional linkage with research & state extension systems (10 score). Total = 100 score.

The soft copy of the application (in prescribed format only) along with two-page resume and supporting materials relevant for award be sent in time.

LIFE ACHIEVEMENT AWARD

The highest and the most prestigious ISEE Award introduced in 1999 is conferred during National Seminar. The 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. A soft copy of nomination paper along with a brief resume be sent in time.



Note: ISEE also confers Best Paper Presentation/Best Poster Presentation Awards (in each theme area).

Important Dates:

Last date for submission of Abstract: **Sep. 15, 2021**
Acceptance of Papers: **Sep. 20, 2021**
Last date for submission of Papers: **Sep. 20, 2021**
Applications/ Nominations for Award: **Sep. 20, 2021**

Registration Fee

Categories	Registration Fee (Rs.)
Scientists and Delegates (Life Members)	5000.00
Scientists and Delegates (Non Life Members)	6000.00
Students / Retired Scientists	2500.00
Accompanying Person	4000.00
Foreign Delegates	US\$ 100

Payment mode details

Seminar registration fee may be paid through Cash/DD//Bank Transfer in favour for ISEE Seminar 2021, payable at Banda. Bank details for online transaction are as follows:

Bank : Punjab National Bank
Branch: Mawai Bujurg, Banda
A/C No.: 7439000100011057
IFSC Code: PUNB0743900

The online payment may also be made on www.iseeindia.org.in

Duly filled registration forms may be sent through email to iseeseminar2021@gmail.com

Accommodation and Transportation

The accommodation to registered delegates will be provided at university Guest Houses/Hotels on request and on payment basis. Application for accommodation may please be sent to accommodation.iseebhu@gmail.com in advance so as to avoid last minute inconvenience. **The delegates are requested to follow appropriate COVID 19 behavior during the seminar.**

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: Dr. Ajay Kumar Singh, Professor & Head, Department of Floriculture, BUAT, Banda

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