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Editorial Report on

Indian Society of Extension Education National Seminar 2021 on “*Transforming Indian Agriculture through Pluralistic & Innovative Extension Approaches for Self-reliant India*” held at Banaras Hindu University, Varanasi, Uttar Pradesh, India during 4-6 October, 2021

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. The contributions of agricultural extension in agriculture, 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 the call for *Atmanirbhar Bharat* to make India self-reliant in economy, infrastructure and systems to manage demography and demand in different sectors of the country clamored the theme for ISEE National Seminar 2021 organised by Indian Society of Extension Education, New Delhi held from 4-6 October 2021 at Institute of Agricultural Sciences, BHU, Varanasi. The Banaras Hindu University, Varanasi, Banda University of Agriculture & technology, Banda, UP, Global Communication Research Association, Paraguay joined the Indian Society of Extension Education, New Delhi as Co organizers.

The ISEE, New Delhi extends sincere thanks to both the Organising Secretaries; Professor Basabaprabhu Jirli, Head, Department of Extension Education, IAS, BHU, Varanasi and his team and Dr. Rashmi Singh, Principal Scientist, ICAR-IARI, New Delhi and her team in the leadership of President ISEE, New Delhi for meticulously planning the Seminar and implementing it in highly professional manner. The Indian Society of Extension Education acknowledges three young researchers namely *Pranoy Ray, Priyanka Ginwal and Simantini Shasani* who not only participated in the Seminar but also published their experiences of the National Seminar 2021 held at BHU, Varanasi. The seminar brought together more than 450 scientists and delegates along with 50 farmers for three-day deliberations spread over 15 sessions – pertaining to seven seminar themes where 15 lead papers were presented by delegates from 25 states, 63 universities, and 17 ICAR research institutes. 667 abstracts were submitted by extension professionals, published in the form of Compendium of Abstracts containing 604 pages. The theme wise recommendations aroused from presentations and discussions are as follows:

Empowerment

1. The successful Farmers Organisation empowerment models tested and documented need to be pilot tested first on

commodity and geographical basis on micro agro-ecologies and replicated later.

2. Extensions services be immediately geared up for promoting famers empowerment models PPPs, entrepreneurs, market linkages and intensive use of ICT platforms.
3. Promotion of farmers’ collective, leveraging digital technologies, financial prudence, good agricultural practices, continued farmer’s education, re-skilling etc. are the key issues for risk management and diversified agriculture.

Outreach

1. The measures to be taken up to enhance outreach of extensions services include sectoral convergence, reaching disadvantaged areas and groups proactively, promoting entrepreneurial secondary agricultural opportunities for rural youth and improving access of rural women to credit – market services etc. through FPOs.
2. Structural support systems, incentives and policies, technological backstopping, financial flexibilities, market support system and information networking etc. need to converge for maximizing the farm profits by linking *Atma Nirbhar Bharat* and ODOP programme.
3. Various extension approaches tried scientifically validated at smaller samples by the extension professionals need to be appreciated by the stakeholders engaged in transfer of technology. Hence, professionalism in extension services and extension academics need to encouraged and strengthened.

Integrating Private services

1. FPOs need to be systematically promoted by appropriate handholding, may be linked with marketing and export systems and handholding, making farmers self-reliant. Extension services (both public and private) need to be reoriented accordingly.
2. Pluralistic extension approaches; public private partnerships, focused ICT usage, entrepreneurship development, promoting startups and farmers empowerment through FPOs are the key issues in advanced extension strategies.
3. One District one Export product strategy be promoted on cluster basis. APEDA, MANAGE, NABARD and ISEE may immediately workout suitable export centric extension strategy and promote the same through Public Private Extension systems.

Research Extension Linkages

1. Need for establishing and maintaining a meta database of agricultural information and developing a means for facilitating it to act as a platform for exchange of information and experiences in strengthening extension services.
2. The extension services need to emphasize on participatory technology validation, inference and institutionalization of delivery methodologies for greater socio economic impact. As such the social scientist must be involved from planning of an intervention to impact assessment and it's up scaling.
3. Extension priority setting, R-E linkages, feedback management and convergence mechanisms may be suitably strengthened at various levels. Convergence modalities be spelt out in block / cluster level extension plans, delineating resources and responsibilities.
4. In-Tensions of Ex-Tension should be internalized by both Extension Service Providers and Extension Educators

Training and Capacity Building

1. International experiences on good extension practices be collected, documented, prioritized and integrated in ongoing extension models suitably.
2. For promoting entrepreneurs and start ups the psychological and motivational dimensions need to be stressed upon and adequate focus be provided for HRD activates
3. It is necessary to undertake a longitudinal analysis of extension institutions and extension professionals to assess their potential for developing competent human resources to address upcoming extension challenges.

ICT and Media

1. Intensive use of social media be promoted through formal-informal extension arrangements, giving due emphasis on content validation and its timely and appropriate use.
2. ICT based social networking have resulted in the construction of knowledge base and promotion of social as well as technological interventions. As such, the institutionalization of social media platforms, content creation for social media and its evaluation need to be included in extension organizations and operations.

Extension Research

1. Simple communication techniques emphasizing local specifications and participation of stakeholders are critical for sustainable development. Hence, methodological research and innovative extension approaches need to be stressed upon in extension delivery.
2. Documenting farmers' knowledge and innovations in different subject matter areas need to be stressed upon strengthening farmer to farmer extension and its replication.
3. Extension research need to be strengthened in terms of research methodologies, with focus on technologies, system interplay, convergence of extension efforts and socio-economic dimensions.

Follow-up

ISEE in collaboration with SAUs and ICAR system may take up a few crucial recommendations for pilot testing and replication laterally with concerned agencies. It may include: convergence modalities, in a block or cluster, App based ICT application, entrepreneurship development, working out system interplays, farmer empowerment, HRD/Capacity building interventions etc.

The ISEE Awards

The Indian Society of Extension Education has instituted various awards, which were conferred on high-caliber extension educationists in recognition of their meritorious works & services to the disciplines of Extension Education. The contesting applicants who received awards were informed about it well in advance to make their presence in the event. The list of recipients for various awards is as follows:

- 1) **Life Time Achievement Award (1)**
Dr. Ashok Kumar Singh, DDG (Agricultural Extension), ICAR, New Delhi
- 2) **Dr. D. K. Mishra Memorial Award (1)**
Dr. Nagendra P. Singh
- 3) **Dr. K. N. Singh Memorial Award (2)**
Dr. Debbrata Basu
Dr. Joginder Singh Malik
- 4) **Dr. O. P. Dahma Memorial Award (1)**
Dr. Manjeet Singh Nain
- 5) **Dr. G. S. Vidyarthi Memorial Award (1)**
Dr. Milind Ahire
- 6) **Dr. Y. P. Singh Memorial Award (1)**
Dr. B. Krishnamurthy
- 7) **ISEE Fellow Award (11)**

Dr. Mahesh Chander	Dr. Lavleesh Garg
Dr. Kalyan Ghadei	Dr. Rajiv Bairathi
Dr. P. P Pal	Dr. Shakir Ali
Dr. Vijayabhinandana	Dr. M. L. Meena
Dr. S. S. Dolla	Dr. Seema Naberia
Dr. D. P. Rai	
- 8) **Young Scientist Award (7)**

Dr. K. Venkatesan	Dr. Pankaj Kumar Sinha
Dr. Sandeep Patil	Dr. Savita Kumari
Dr. Hemlata Saini	Dr. Sarvesh Kumar
Dr. Aparna Roy	
- 9) **Best KVK Scientist (15)**

Dr. Banarasi Lal	Dr. Arvind Kumar Singh
Dr. Dinesh Tiwari	Dr. S. D. Macarty
Dr. Jyoti Udgate	Dr. Uday Kumar Singh
Dr. Ajay Kumar	Dr. Vivek Kashyap
Dr. Raghu Raja	Dr. Narendra Singh
Dr. Mukesh Chand	Dr. Md. Mustafa
Dr. L. R. Tambade	Dr. Neeraj Hada
Dr. A. K. Dixit	

General impressions

The seminar was organised at a national level with core focus on the pluralistic and innovative extension approaches for a self-

reliant India. It was interesting to have a confluence of various stakeholders responsible for pluralistic and innovative extension approaches. It allowed us to build networks, deliberate on key ideas and bring to light insights on the challenges faced by extension personnel and researchers from private and public sectors. A pluralistic extension system wherein all the stakeholders from public, private, international and voluntary organizations came together planned and collaborated for providing demand-driven and holistic services to farmers emerged as the best and sustainable extension mechanism. The presence of NABARD, APEDA, IRRI, CIMMYT, CSISA, AIASA, MSEE, OSEE and UP College made the event not only multi stakeholder oriented but increased the reach. The Annual General Body Meeting was held on 4.10.2021 evening in highly professional manner took important decisions regarding the ISEE functioning as well as advancement. The presence of Hon'ble Sh. Lakhan Singh Rajput, State Minister for Agriculture, Agricultural Education and Agricultural Research UP Government

and Hon'ble Vice Chancellor, BHU Prof. V. K. Shukla during inaugural ceremony and Hon'ble Sh. Ravindra Jaiswal, State Minister for the Department of Stamp, Court fee and Registration (Independent Charge) along with Dr. A.K. Singh, DDG (Ag. Extension) during valedictory helped to situate the contribution of Indian Society of Extension Education and extension scientists in agricultural development in the eyes of policy makers. Well known scientists, academicians, educationists, researchers and science communicators spoke in various sessions of the seminar to provide a lead for future endeavors. The target audiences of this seminar was students, researchers, academicians, scientists, extension professionals, NGOs, financial institutions, research organisations and policy makers, etc. In general the annual event was an enriching academic exercise for extension professional all over the country.

Courtesy: Editorial Board, Indian Journal of Extension Education, ISEE, New Delhi