



ESard 2019

International Conference on

Extension for Strengthening Agricultural Research and Development



Date: 14 – 16 December 2019

Venue: ICAR-KVK, Suttur, Mysuru, Karnataka, India

Organised jointly by

ICAR JSS Krishi Vigyan Kendra, Mysuru, Karnataka

ICAR-ATARI, Bengaluru, Karnataka

Extension Education Society, Coimbatore, Tamil Nadu



www.esard.org

Overview & Objectives

Agriculture development in India and elsewhere is at the crossroads, yet again. The food production isn't a triumph anymore what with nutrition security becoming a difficult challenge to deal with; climate change is adding to Research challenges. Innovations, technologies and good management practices are vital for farmers and practitioners to sustain their profession. Farming, now being invariably driven by markets, poses an equally difficult challenge to the weakened Extension system, which is surrounded by the more innovative competitors in the information

marketplace. The challenge of increasing farmers income, therefore, comes in as a compelling reason for the Extension professionals to take a look around and within to come up with necessary course corrections to strive and thrive in the new order.

Strengthening Research-Extension-Development continuum hence is today's priority. The International Conference on Extension for Strengthening Agricultural Research and Development with Focus on Farmers' Income has the objective of bringing together agricultural extension scientists, researchers, academicians, professionals, students and many other stakeholders for a purposeful dialogue to get deeper insights into the current dynamics and for drawing future roadmap for agricultural extension.

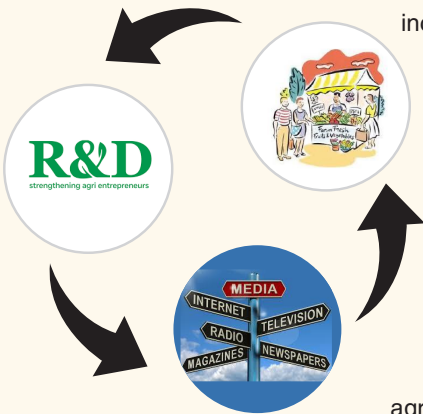
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The conference will deliberate on the themes that are listed in the conference communication, by giving due emphasis to the entire gamut under each theme. The Conference will also bring in experts from various support sectors that are driving agricultural development. Thus it is expected that the Conference will meet the interest and needs of a wide range of disciplines and actors. High standard deliberations in thematic and plenary sessions are expected to enlighten and empower the extension professionals to be the flag bearers of inclusive development in agricultural sector.



Participants

The Conference participants include agricultural extension fraternity including Veterinary, Dairy, Fishery, Home science, applied Social Science and Psychology disciplines engaged in research, academics, development and related institutions comprising students, farmers, entrepreneurs and industries.

Call for Abstracts/Full Papers

Abstracts of research/cases/development initiatives/policy initiatives followed by full papers of the accepted abstracts related to the themes will form the main content of the Conference. Abstract not exceeding 300 words may be typed online or copied from your word documents and pasted in the Abstracts submission field available in the ***call for submission form*** in the conference website (<https://www.esard.org/>) on or before **20 September 2019**. No need to upload word document. The number of papers is restricted to two per participant as first author. The number of authors per paper is restricted to max. 4. The system will not allow more than four authors per paper. Please follow the abstract submission guidelines available in the submission page. High quality papers presented at the conference will be considered for publication in Journal of Extension Education (indexed in DOAJ, CAB, AGRIS and included in UGC-CARE list of quality journals). Eminent experts will deliver plenary lectures, invited talks and keynote addresses.

Publication

Excerpts from Plenary speeches, Key note addresses, invited talks, theme lectures and oral presentations will be published in the peer reviewed “Journal of Extension Education” of the Extension Education Society in the special issue being brought out for the Conference.

Important dates

Abstract submission	:	20 September 2019
Confirmation of acceptance of abstract	:	25 September 2019
Submission of full paper	:	15 October 2019
Intimation of review and resubmission	:	31 October 2019
Final submission	:	15 November 2019
Last date for registration	:	30 November 2019



Themes for Paper submission

Papers may cover good Extension practices, methods, approaches and tools under the following thematic areas.

- 1 Agricultural Research and Extension Systems and Approaches**
Global and National scenario, Implications for public value building, Public-Public, Public-Private and Private-Private convergence, Pluralistic extension, Networked and Decentralized services, Frontline and grass-root extension systems.
- 2 Extension Education and Research**
Academics, Applications and Translational research, Strengthening extension education curriculum, Innovations in extension research, Re-orienting focal areas of extension research, Management administration to meet futuristic challenges, Professional ethics, Facilitating knowledge-sharing mechanisms.
- 3 Evolving Institutional Innovations**
Present and future of partnership development, Farmers organizations, Capacity building and empowerment, Cooperative extension services, Group dynamics, Changing rural and social order, Coping with distress, Considerations for strategies and policy making.
- 4 Digital and Conventional Media**
Connecting and networking solutions, Strengthening extension position in the competitive information marketplace, Communication and diffusion in the modern contexts, Mobile telephony, Social media, Web-based knowledge management, Low-end ICT in rural areas, GIS, Knowledge networks.
- 5 Value-chain and Market-led Extension**
Stakeholder-infrastructure-technology dynamics, Chain-wide learning for scaling-up, Linking global to local, Market-oriented diversification, Post-harvest management, Processing, Value addition, Consumer education.
- 6 Gender and Youth Perspectives in Education, Research and Development**
Inclusive and equitable development, Social capital, Nutrition and livelihood, Farming Systems Research and Extension, Preparing future farmers, Aspiration and perceptions, Return to Roots, Agri-entrepreneurship, Venture/crowd funding for agri start-ups, Climate-smart future agriculture.



Awards

The best presentations during the Conference will be recognized with awards. The number of awards will be decided by the jury of experts. “Young Scientist Awards” for those who are below the age of 35 years will also be presented. The proof of date of birth should be uploaded in PDF during abstract submission in the ‘Document Upload’ section along with a detailed bio-sketch in the covering letter for Young Scientist Award. The covering letter also can be uploaded while submitting Abstract or later by using “Edit” link available for your paper through ‘Mydashboard’ or by using the Acknowledgement email. Please check the conference website for details.

Registration

Details for registration and accommodation are available at Conference site: <https://www.esard.org/>

About the organizers

1. ICAR – Agricultural Technology Application Research Institute, Bengaluru

Indian Council of Agricultural Research (ICAR) has established 11 Agricultural Technology Application Research Institutes (ATARI) with a mandate of coordination and monitoring of technology application and front-line extension programmes and strengthening agricultural research and knowledge management through the well-established network of district level Farm Science Centres, popularly known as Krishi Vigyan Kendras. ICAR-ATARI, Bengaluru (Zone XI) is functioning with the constant support and guidance of Agricultural Extension Division of ICAR headed by Deputy Director General (Agricultural Extension) under the overall patronage of Secretary DARE & Director General, ICAR. The ICAR is part of the Department of Agricultural Research & Education (DARE) under the Ministry of Agriculture and Farmers Welfare, Govt. of India.

2. Extension Education Society, TNAU Campus, Coimbatore

The Extension Education Society established in 1990, takes up various activities to promote the cause of Extension scientists by providing a platform for extension scientists in the country to meet periodically for discussion, exchange of information, findings and experiences on different aspects of agricultural extension. The Society works as an interface between researchers and the extension professionals. The Journal of Extension Education (JEE) is a peer-reviewed journal in the field of extension education published by the Extension Education Society (EES) since



1990. It publishes articles representing original work, analytical papers and papers grounded in theory in the field of Extension Education. The Journal is published in both print and online versions and is available at www.extensioneducation.org

3.ICAR JSS Krishi Vigyan Kendra, Suttur, Mysuru

The KVK is established by the JSS Mahavidyapeetha in Mysuru in 1994. The NGO-managed ICARJSS KVK is celebrating its Silver Jubilee this year. Known for its innovative initiatives the KVK has pioneered the 'Seed Village Concept', organizes a very unique annual event, Krishimela, in which over 160 different crops are grown just for the occasion and has been implementing a pilot 'Demand-driven Extension Model' viz., JSS Agri Clinic combining the 'Agri Doctor' and 'Agri Pharmacy' through which over 45,000 farmers are provided with diagnostic services as well as quality agricultural inputs.

About the Venue

The Conference will be held at the holy place Suttur located on the scenic Kabini river banks about 30 km from tourist paradise city of Mysuru. Mysuru is well connected by rail, road and air.

Patrons

- i) Jagadguru Sri Shivarathri Deshikendra Mahaswamiji, Suttur, Mysuru
- ii) Dr.Trilochan Mohapatra, Secretary, DARE & Director General, ICAR, New Delhi
- iii) Dr.A.K.Singh, Deputy Director General (Agricultural Extension), ICAR, New Delhi
- iv) Dr.N.Kumar, Vice Chancellor, TNAU, Coimbatore

Chairman

Prof.Dr.H.Philip, Former Director of Extension Education& President, Extension Education Society (EES), TNAU, Coimbatore.

Organizing Secretary

Dr.M.J.Chandre Gowda, Director, ICAR-ATARI Bengaluru.

Local Organizing Secretary

Dr.Arun Balamatti, Sr. Scientist and Head, KVK Mysuru

International Advisory Committee

1. Dr. M. Mahadevappa, Former Chairman, Agricultural Scientists Recruitment Board
2. Dr. S. Ayyappan, Former Secretary DARE and DG ICAR
3. Dr. (Mrs). Usha Rani, IAS, Director General, MANAGE, Hyderabad



4. Dr. Sreenath Dixit, Head & Theme Leader, ICRISAT Development Center, ICRISAT, Hyderabad
5. Dr. P. Chandrashekara, Director General, NIAM, Jaipur
6. Dr. C. G. Betsurmath, Executive Secretary, JSS Mahavidyapeetha, Mysuru
7. Dr. A. Arunachalam, ADG(IR), ICAR, New Delhi
8. Dr. Rasheed Sulaiman, Director, CRISP, Hyderabad
9. Dr. Sidhakaran Subramanian, Tea Research Institute of Sri Lanka, Sri Lanka

National Advisory Committee

1. Dr. K. Narayana Gowda, Former Vice Chancellor, UAS Bengaluru
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3. Dr.M.B. Chetti, Vice Chancellor, UAS Dharwad
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6. Dr. Randhir Singh, Assistant Director General (Ag.Extension), ICAR New Delhi
7. Dr. V.P. Chahal, Assistant Director General (Ag.Extension), ICAR New Delhi
8. Dr. M.S. Nataraju, Director of Extension, University of Agrl. Sciences, Bengaluru
9. Dr. Jiju P Alex, Director of Extension, Kerala Agrl. University, Thrissur, Kerala
10. Dr. D.M. Chandaragi, Registrar, UAS Raichur
11. Dr. Sushil Kumar Singh, Director, ICAR-ATARI, ZONE II, Jodhpur
12. Dr. Anupam Mishra, Director, ICAR-ATARI, ZONE IX, Jabalpur
13. Dr. Lakhan Singh, Director, ICAR-ATARI, ZONE VIII, Pune
14. Dr. Rajbir Singh, Director, ICAR-ATARI, ZONE I, Ludhiana
15. Dr. Atar Singh, Director, ICAR-ATARI, ZONE III, Kanpur
16. Dr. Anjani Kumar, Director, ICAR-ATARI, ZONE IV, Patna
17. Dr. Sati Shankar Singh, Director, ICAR-ATARI, ZONE V, Kolkata
18. Dr. Anil Kumar Tripathi, Director, ICAR-ATARI, ZONE VI, Guwahati
19. Dr. Bidyut Chandan, Director, ICAR-ATARI, ZONE VII, Meghalaya
20. Dr. Y.G. Prasad, Director, ICAR-ATARI, ZONE X, Hyderabad
21. Dr. J. Venkitapirabu, Director (Planning and Monitoring), TNAU, Coimbatore
22. Dr. Mahesh Chander, HoD and JD Extension, IVRI, Izathnagar
23. Dr. Bharat Sontakki, Head, Extension Systems Management, NAARM, Hyderabad
24. Dr. Santha Govind, Dean, Faculty of Agriculture, Annamalai University, Tamil Nadu
25. Dr. M Asokhan, Vice-President, EES, Coimbatore
26. Dr. P.P. Murugan, Secretary, EES, Coimbatore
27. Dr. P. Balasubramaniam, Treasurer, EES, Coimbatore
28. Dr. D. Puthira Prathap, Chief Editor, Journal of Extension Education



Registration Fee

EES Members	–	Rs. 4000 (\$150)
Non members	–	Rs. 5000 (\$200)
Students	–	Rs. 2000 (\$85)

Students should carry valid ID card as proof. Payment details and Registration forms are available on the Conference website under Online Registration tab.

Accommodation

Accommodation will be arranged on payment in Suttur campus on first- come, first-served basis, upon payment. Please check the conference website for details. Tariff details will be updated in the website.

Contacts

1. Dr. M.J. Chandre Gowda +91 9482153217
2. Dr. Arun Balamatti +91 9686666490

About Mysuru

Mysuru is a city in the southern part of the state of Karnataka, India. Mysuru is located in the foothills of the Chamundi Hills.

Mysuru is noted for its heritage structures and palaces, including the Mysuru Palace, and for the festivities that take place during the Dasara festival when the city receives a large number of tourists from around the world. It lends its name to various art forms and culture, such as Mysuru Dasara, Mysuru Painting, the sweet dish Mysore Pak, Mysuru Masala Dosa, brands such as Mysuru Sandal Soap, Mysuru Ink, and styles and cosmetics such as Mysuru Peta (a traditional silk turban) and the Mysuru Silk sarees. Tourism is the major industry alongside the traditional industries. Mysuru's inter-city public transportation includes rail, bus and flights.



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