



# SEEG 2022

## National Seminar

### Synergetic Extension Approaches for Livelihood Improvement and Agricultural Development

Date : 24-25 January, 2022

Venue : Auditorium, Junagadh Agricultural University  
Junagadh-362 001 (Gujarat)



**Jointly Organized by**  
Society of Extension Education, Gujarat &  
Junagadh Agricultural University, Junagadh

**Dr. N. B. Jadav**

Organizing Secretary & Professor and Head  
Department of Agricultural Extension,  
College of Agriculture, Junagadh Agricultural University,  
Junagadh-362001, Phone: 0285-2672080-90 (Epbx : 434,422)  
Mobile : 9924012649 email : seegseminar2022@jau.in

**Dr. Arun Patel**

President, SEEG &  
Former Director of Extension Education  
Anand Agricultural University,  
Anand-388110, Mob : 99744 21124



## Overview and Objectives

Extension aims at changing the outlook and attitude of the farming community in general and livelihood in particular. It seeks means to improve the farm operations and farm prospects in totality on farmers' own initiatives. Agriculture extension is considered to be a special branch of rural extension dealing with several economic and social aspects of farming community. Extension strategies are carried out by extension workers in a very cooperative way for improving rural livelihoods and development. Indian Agriculture sector has an impressive long-term record of taking the country out of serious food shortages despite rapid population increase, given its heavy reliance on the work of its pluralistic extension system. The extension professionals are required to work diligently and implement practices and approaches to bring about improvements in their livelihood opportunities on a continuous basis. In that context, extension strategies and extension system are interventions that can help farmers to achieve better quality of life. But till today a gap between technology developed or released and technology disseminated or adopted is wide. In view of this, the present National seminar on "Synergetic Extension Approaches for Livelihood Improvement and Agricultural Development" is designed to provide a platform for extension professionals, development agents, farmers and farm women, policy makers, administrators and NGOs including corporate sector to deliberate their experience and expertise to work forward for developing appropriate strategies and develop a road-map towards livelihood improvement and agricultural development.

## Society of Extension Education, Gujarat

The Society of Extension Education, Gujarat, established in 1990, is a national level professional non- profit making society for promoting science of Agricultural Extension. Its aim is to promote study of and research in Extension Education in the widest sense of the term and its application in agricultural development. The head office of the society is at Anand Agricultural University, Anand. The society has registered 1274 life members at present. It has played significant role in providing suitable forum for exchange of ideas, encouraging research and disseminating knowledge of extension education to the research workers. The Society organizes seminars, symposium, conferences and various programmes at national and international level on different topics of national importance. The society has also brought out several souvenirs and recommendations. The Society gives awards to extension scientists, farmers and students to inspire and motivate them for development of agriculture through extension. The Society publishes a national level peer reviewed annual research journal, "Gujarat Journal of Extension Education" having a NAAS rating of **4.96** with ISSN No. 2322-0678.



## Junagadh Agricultural University, Junagadh



Junagadh Agricultural University is one of the leading State Agricultural Universities in India. Established in 2004, the University is fast establishing its footprints in addressing the emerging challenges in agriculture of ten districts in its jurisdiction of Saurashtra region of Gujarat State. The University is ranked 20<sup>th</sup> in the ICAR ranking and got 5 star ranking in GSIRF, Gujarat. The university has three agricultural colleges besides one college each for agricultural engineering, horticulture and agri-business management. JAU has a robust research system with 27 research stations and a vibrant extension education system with 07 Krishi Vigyan Kendras with the mandate of establishing Research-Extension-Farmers linkages.

Junagadh is well connected by road, rail and air (via Rajkot) from Ahmedabad and Mumbai. It is a historical place and well known for Girnar mountain range & Gir forest, the only abode of Asiatic lion. Junagadh is also known as bowl of groundnut. The major crops are mango, groundnut, cotton, castor, sesame, sapota and vegetables. The month of January in Junagadh is pleasant with normal temperature ranging from 15° C to 25° C.

### Thematic Areas

- 1) First line Extension systems :** Policies, linkages, participatory approaches, role of ICAR/SAU, KVK's and State agricultural department, entrepreneurship development, public private partnership, impact Assessment of technologies, extension methodology developed, etc.
- 2) Role of ICT in farmers' empowerment :** Social media, cyber extension models, information management, e-commerce in agricultural production, digital advisory services, cyber linkages including kiosk, e-choupal, etc.
- 3) Mitigating strategies for climate change :**  
Soil and water conservation, rainfed and dryland agriculture, challenges and opportunities to overcome the impact of climate change, climate change farmer distress, redesigning public policies, governmental interventions and extension approaches, etc.
- 4) Socio and economic dimensions in rural livelihood development :**  
Status and opportunities, woman empowerment, gender role in agriculture, role of ITK, role of rural youth, motivation, capacity building, food security issues, livelihood security, animal husbandry and their issue, depeasantization of agriculture, SHGs, micro finance and agribusiness, doubling farmers income, success stories, case studies, impact studies, gender mainstreaming & positioning, etc. Adaptation strategies in agriculture during COVID-19 pandemic related implications.





## 5) Government initiatives for upliftment of rural livelihood :

ATMA, eNAM, NHM, farmers FIRST programme, NMAET, ATIC, KCC, NICRA, ARYA, FPOs, Success stories, natural farming, model training courses, skill training of rural youth, start ups, farmer capacity assessment and certification, case studies, etc.

## 6) Agricultural marketing reforms & their impact :

Enhancement of awareness, knowledge and skills for different stakeholders of agriculture and allied sectors, focus on Production-led and Market-led extension, role of APMCs / NGOs, marketing channel and process, supply chain, value chain management for market efficiency, post production extension interventions, private extension services and feedback, etc.

## The Participants

Members of SEEG are expected to participate in large number. Besides, a wider participation of delegates from Government and NGOs is envisaged. This comprises extension workers from department of Agriculture and voluntary agencies, farm scientists, social scientists, IT specialists, agricultural planners and progressive farmers and farm women.

## Call for Papers

Papers should be based on original research, training and extension experiences focusing on any of the seminar thematic areas. Review/ data based papers, case studies and development experiences of individuals and organizations may also be accepted. You are requested to send soft copy of abstracts (Maximum 300 words) as well as full-length papers (Maximum 3000 words) in A4 size, MS word, Times New Roman with single space in 12-point font. Abstract should have cover page with details; Title, name/s of the author/s (maximum three authors). Address for correspondence, e-mail id, phone number and thematic area. For poster, presentation, the recommended size is 36" x 24".

**Contact to :** Dr. N B Jadav, Organizing Secretary, Professor and Head, Department of Agricultural Extension, College of Agriculture, Junagadh Agricultural University, Junagadh: 362001, Ph: 0285-2672080-90 (Ext-434-422), Mob: +91 9924012649, e-mail: seegseminar2022@jau.in

**Acceptance :** The information about acceptance of abstract will be communicated to first author only via e-mail. The submission by Non-SEEG member should be done along with Rs. 600/- per abstract by DD to meet the cost of compendium of the abstract of the national seminar. Quality full length research paper will be published in special volume of society journal "Gujarat Journal of Extension Education" (Rating NAAS:4.96).







## Registration Fees

SEEG Member	: ₹ 2000/-
SEEG Member (Student):	₹ 1000/-
Non Members	: ₹ 3000/-
Foreign Delegate	: \$ 50 /-
SEEG Member (Retired)	: ₹ 500/-

Registration fee could be remitted either online or by demand draft drawn on a nationalised bank in favour of "Organizing secretary national seminar-SEEG" OR Spot Registration at the time of seminar OR

Account details for remitting the fee online through NEFT/RTGS :

Acc. Name :Organizing secretary national seminar SEEG

Acc. No. : 39196217386

Name of Bank : State Bank of India

Branch : Agri.uni.campus motibaug

IFS Code : SBIN0060218

## Important dates

1. Submission of Abstract : 20<sup>th</sup> Dec 2021
2. Submission of full length paper : 27<sup>th</sup> Dec 2021
3. Request for accommodation : 27<sup>th</sup> Dec 2021
4. Application for Award : 20<sup>th</sup> Dec 2021

## The SEEG Awards

Society of Extension Education, Gujarat has instituted the following awards :

### A) For Students :

1. Shri Khushalbhai Revabhai Patel Medal Cum Cash Prize for the Best Undergraduate of State Agricultural Universities of Gujarat
2. Anuj Arun Patel Best Academic Achievement Award for Master degree in Agricultural Extension for Gujarat State
3. Ushaben Jayantilal Patel Best UG Student Award for AAU , Anand
4. Nanubhai Laljibhai Mayani Best UG Student Award for NAU, Navsari
5. Late Maniben Gordhanbhai Bhalia Best PG Student Award for NAU, Navsari
6. Late Govindbhai Keshavjibhai Bhojani Best UG Student Award for JAU, Junagadh
7. Dr. T. L. Dholariya Best PG Student Award for JAU, Junagadh
8. Kiranben Navinchandra Soni Best PG Student Award for AAU, Anand
9. Best Paper Presentation Awards
10. Best Poster Presentation Awards

### B) For Extension Professionals :

1. Best Extension Professional Award
2. Best Extension Scientist Award
3. Best Young Extension Scientist Award
4. Late Champaben Vallabhnbhai Mayani Best Women Scientist Award
5. Best Paper Presentation Awards
6. Best Poster Presentation Awards

### C) For Farming Community :

1. Best Innovative Farmer Awards for the farmers of Gujarat State



Visit our website for guidelines of awards [www.gjoeee.org](http://www.gjoeee.org). The applicants willing to contest may send their resume (hard copy) as per the format before the last date to the President, Society of Extension Education, University Bhavan, Anand Agricultural University, Anand-388110. The presence of applicant applied for award is essential in the seminar.



## Seminar Advisory Committee

- Patron** : **Prof. (Dr.) Narendra Kumar Gontia**  
Hon. Vice Chancellor, JAU, Junagadh
- Chairman** : **Dr. P. M. Chauhan**  
Director of Research & Dean PG Studies, JAU, Junagadh
- Co-chairman** : **Dr. H. M. Gajipara**  
Director of Extension Education, JAU, Junagadh  
**Dr. S. G. Savalia**  
Principal & Dean, College of Agriculture, JAU, Junagadh
- Executive Body** : **Dr. Arun Patel**  
President, Society of Extension Education, Gujarat  
& Former Director of Extension Education, AAU, Anand  
**Dr. P. R. Kanani**  
Vice President, Society of Extension Education,  
Gujarat & Former HoD, Dept. Agricultural Extension,  
College of Agriculture, JAU, Junagadh  
**Dr. J. B. Patel**  
Secretary, SEEG and Professor & Head,  
Department of Agril.Extension and Communication,  
BACA, AAU, Anand
- Organizing Secretary** : **Dr. N. B. Jadav**  
Professor and Head, Department of Agricultural  
Extension, CoA, JAU, Junagadh
- Joint Organizing Secretary** : **Dr. G. R. Gohil**, Extension Educationist, Directorate of  
Extension Education, JAU, Junagadh  
**Dr. H. C. Chhodvadia**, Associate Extension  
Educationist, Directorate of Extension Education,  
JAU, Junagadh
- Editors** : **Dr. B. Swaminathan**, ARS, Deptt. of Eco. CoA, JAU  
**Dr. B. H. Tavethiya**, AP, Deptt. of Agril. Extn. CoA, JAU  
**Prof. Sujata Parmar**, AP, Deptt. of Agril. Extn. CoA, JAU  
**Dr. J. V. Chovatia**, AP, Deptt. of Agril. Extn. CoA, JAU  
**Dr. Y.H. Ghelani**, TA (PP), o/o DEE, JAU





## Registration Form

**National Seminar : 24-25, January, 2022**

" Synergetic Extension Approaches for Livelihood Improvement and Agricultural Development "

1. Name (in block letters):.....

2. Designation:.....

3. Mailing Address:.....

Pin:..... Telephone/Mobile No.:.....

4. E-mail Address:.....

5. Registration Fee:..... Date.....

Enclosed DD/Cheque No / Online transaction ID : .....

6. Abstract enclosed : Yes/No.

Title of paper(s): a) .....

.....

b) .....

.....

7. Accommodation required :

Yes/No. Guest House / Hotel If yes no. of person :

8. Mode of Journey : Bus/Train/Air

9. Arrival Date : ..... Time : .....AM/PM

Date :

Signature

(NB: Participant /Delegates can take photocopy of the form for registration)

[All participant must follow the COVID-19 SOP guidelines]







## Local Organizing Committee

1. Dr. B.N. Kalsariya, Asso. Prof. Polytechic in Agriculture, JAU, Junagadh
2. Dr. V.J.Savaliya, Extension Educationist, DEE, JAU, Junagadh
3. Dr. H.B.Gardharia, Retd. Professor, Deptt. of Agril. Extension, JAU, Junagadh
4. Dr. V.N.Chavda, Asso. Professor, Deptt. of Agril. Extension, CoA, JAU, Junagadh
5. Prof. Puffy I Dave, Asso. Prof. (English), Deptt. Agril. Extn. CoA, JAU, Junagadh
6. Dr. Surendra W. Sawarkar, Asso. Prof. & Head, Dept.of V& AHE, KU, Junagadh
7. Dr. P.S.Gorfad, Asso. Professor, CoA, JAU, Khapat, Porbandar
8. Dr. Minaxi Bariya, Asso. Prof., Deptt. of Agril. Ext., CoA, JAU, Amreli
9. Dr. V.D.Tarpara, Asso. Res.Scientist, Deptt. of Agril. Eco., CoA, JAU, Junagadh
10. Dr. D.V.Patel, Asso. Professor, Deptt. of Agril. Statistics, CoA, JAU, Junagadh
11. Dr. J.V.Chovatia, Asstt. Professor, Deptt. of Agril. Ext., CoA, JAU, Junagadh
12. Dr. G.M.Chaudhari, Asstt.Pro.,Deptt. of VS &AHE, CoVS &AH, KU,Junagadh
13. Dr. M.Shitap, Asstt. Professor, Deptt. of Agril. Statistics, CoA, JAU, Junagadh
14. Prof. S.V.Undhad, SMS, KVK, JAU, Pipalia
15. Prof. Pinki Sharma, Asstt. Ext.Educationist, DEE, JAU, Junagadh
16. Dr. V.S.Prajapati, SMS, KVK, JAU, Pipalia
17. Prof. A.R.Parmar, SMS, KVK, JAU, Pipalia
18. Prof. KalpeshKumar, Asstt.Professor, PGIABM, JAU, Junagadh
19. Prof. C.R.Bharodia, Asstt.Professor, PGIABM, JAU, Junagadh
20. Prof. Virendra Parmar, SMS, KVK, JAU, Amreli
21. Shri. M.V.Pokar, Agril. Officer, SSK, JAU, Junagadh

## Accommodation and Transportation

Registered participants and delegates would be accommodated in various Guest Houses of JAU, Junagadh on first-come first-serve basis. However, those who want to stay in Hotel may book with advance payment. The cost of lodging has to be met by the participants themselves. Breakfast, lunch and dinner will be arranged by the Organizing Committee for the participants and delegates. Application for accommodation may please be sent in advance so as to avoid last minute inconvenience. For further information, the participants may contact :

**Dr. G. R. Gohil**, Extension Educationist, Directorate of Extension Education, JAU, Junagadh. Mobile No. 9275708342

**Shri. Savan Bhabhor**, Agril. Officer, Directorate of Extension Education, JAU, Junagadh. Mob.No. 9879484843 e-mail :savanbhabhor@gmail.com

## Correspondence

**Dr. N. B. Jadav**

Organizing Secretary of National Seminar-2020

Phone: 0285 2672080-90 (EXT-434,422), Mobile: +919924012649

Email: seegseminar2022@jau.in

**Dr. G. R. Gohil**

Joint Organizing Secretary

Mobile No. 9275708342

**Dr. H. C. Chhodvadia**

Joint Organizing Secretary

Mobile No. 9429222247

