

## Proceedings and Recommendations of National Workshop on Knowledge Multiplication and Mass Communication for Agriculture in arena of Climate Change

NCCSD, NITI Aayog (Government of India)

New Delhi, India

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### General Note



Article is recommended to print as color version in recycled paper. *Save Plants, Save Climate.*

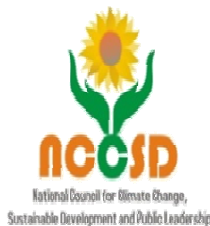
Proceedings and Recommendations of National Workshop on Knowledge Multiplication and Mass Communication for Agriculture in arena of Climate Change

**NATIONAL LEVEL WORKSHOP ON  
KNOWLEDGE MULTIPLICATION AND MASS COMMUNICATION FOR  
AGRICULTURE IN ARENA OF CLIMATE CHANGE  
(October 27<sup>th</sup> 2015)**

**Proceedings and Recommendations**



**National Council for Climate change sustainable  
Development and Public leadership Ahmedabad  
And  
NITI Aayog- Government of India, New Delhi**



# PROCEEDINGS

## Inaugural Session

Chairman: Justice B. P. Singh,

Co-Chairman: 1. Prof. Y. S. Rajan

2. Dr. J. P. Mishra

Rapporteur: 1. Dr R.S Vadodaria-JAU

2. Dr J.B Patel-JAU

A one day National Level Workshop on “Knowledge multiplication and mass communication for agriculture in arena of climate change” held at Gujarat Chamber of Commerce & Industry, Gujarat Chamber Building, Ashram Road, Ahmedabad on 27 October, 2015, which was jointly organized by National Council for Climate Change, Sustainable Development and Public Leadership, Ahmedabad, Niti Aayog, New Delhi, Gujarat Chamber of Commerce & Industry, Ahmedabad and Junagadh Agricultural University, Junagadh. The workshop was chaired by the Justice B. P. Singh, Formerly Judge, Supreme Court of India, & President, NCCSD, in the auspicious presence of Prof. Y. S. Rajan, Honorary Distinguished Professor, ISRO/DOS and Chairman, BOG, NIT, Manipur; Dr. J. P. Mishra, Advisor (Agriculture) NITI Aayog, Government of India; Dr. M. Maheswari, PI, CRIDA, Hyderabad; Dr. A. R. Pathak, Hon’ble Vice Chancellor, Junagadh Agricultural University, Junagadh; other distinguished scientists from various esteemed institutes of India; other dignitaries, scientists and students from four Agricultural Universities of Gujarat and progressive farmers from Gujarat, Maharashtra and Rajasthan.

At the outset, the programme was started with “*Ganesh Vandana*”. Shri. Ashish Guru welcomed all the dignitaries on the dias and off the dias on behalf of GCCCI.-Gujarat Chamber of Commerce and Industries

Dr Kirit N Shelat Welcomed all on behalf of NCCSD. In his welcome address, he outlined the climate change, its positive and negative effects

as well as the reason behinds the climate change. He also emphasized on need based research on Climate resilient Agriculture and Climate smart Agriculture and how the Agricultural Universities play a key role to mitigate the adverse effects of climate change.

Dr. A. R. Patahk, Hon'ble Vice Chancellor, JAU, Junagadh also welcomed all the dignitaries on behalf of Junagadh Agricultural University, Junagadh. In his welcome address, he said that technologies are there, but needs to be addressed to the farmers through knowledge multiplication and by other ways like commercial radio.

In his opening remarks, Dr. J. P. Mishra, Advisor (Agriculture), Niti Aayog, Nw Delhi, stated that climate change is a serious issue and Gujarat is highly affected state. In Gujarat, 55 per cent of Agriculture is rain dependent. He appreciated the NCCSD for arranging this National Level Workshop at right place and right time. He told all the gathered scientists and dignitaries to come out with mode of activity and mode of action at the end of the workshop with through discussion, that will helps the NITI Aayog in future course of action pertains to climate change.

Prof. Y. S. Rajan, Honorary Distinguished Professor, ISRO/DOS and Chairman, BOG, NIT, Manipur, delivered the key note address at this occasion. He emphasized to put the need of diversity in action. Grow more and more biomass to mitigate the effects of climate change. He also told to address the farmers with packaging of the tools/research ideas together for the dissemination of knowledge.

Justice B. P. Singh, Formerly Judge, Supreme Court of India, & President, NCCSD, in his presidential remarks, stated that NCCSD is ready to work with NITI Aayog and other esteemed organizations for instance create knowledge platforms, organize seminars and network with scholars and public leadership specialists at the regional, national and International level to mitigate the effects of climate change. He also outlined the activities done by the NCCSD and how it is functioning.

Shri. Dharmendra Joshi, GCCCI, proposed the vote of Thanks.

### **Session I**

**(Theme: Need of knowledge multiplication and mass communication in Agriculture and Allied sectors)**

Chairman: Dr. J. P. Mishra

Co-Chairman: 1. Dr. Gopichandan

2. Dr. Ashok Patel

Rapporteur: 1. Dr Savaliya -JAU

2. Dr Pansuriya -JAU

During the session 1, total of 3 lectures were delivered by various speakers.

#### **Speaker 1:**

**Dr. Maheshwari, Principal Investigator, Central Research Institute for Dry Land Agriculture, Hyderabad delivered the lecture on "Technology Demonstration and Capacity Enhancement on Climate Resilient Agriculture: NICRA Experience".**

In her lecture, she highlighted the NICRA project and its achievements at national level. National Innovations on Climate Resilient Agriculture (NICRA) is a network project of the Indian Council of Agricultural Research (ICAR) launched in February, 2011. The project aims to enhance resilience of Indian agriculture to climate change and climate vulnerability through strategic research and technology demonstration. The research on adaptation and mitigation covers crops, livestock, fisheries and natural resource management. The project consists of four components viz. Strategic Research, Technology Demonstration, Capacity Building and Sponsored/Competitive Grants. The strategic research has been planned at leading 40 research institutes of ICAR and with 121 KVKs of SAUs in a network mode covering crops, horticulture,

livestock, natural resource management and fisheries sectors. The technology demonstration component deals with demonstrating proven technologies for adaptation of crop and livestock production systems to climate variability. Since climate change is an emerging area of science, capacity building of young scientists on simulation modeling, high through put Phenotyping, greenhouse gasses measurement, etc. is being taken up through training programmes organized at national level and sponsoring scientists abroad. Simultaneously, large numbers of training programmes have been organized across the country to create awareness amongst the farmers on climate change and variability.

**Speaker 2:**

**Dr. Kinkini Dasgupta Misra, Scientist F and Head, Gender and Technology Communication Division. Vigyan Prasar, delivered the lecture on “Role of women farmer in Agriculture for knowledge multiplication and mass communication”.**

In her lecture, she spoke for creating women as active agents of environmental change for combating climate change. She also said that promotion of technology in gender perspective towards the challenges of farm women would help in reducing drudgery and occupational health problems of women workers in agriculture, thereby increase utilization efficiency of inputs, conserve energy, and improve quality of work. The innovative communication framework must take note of the gender mainstreaming in research and extension for empowerment of farm women and capacity building of scientific and policy makers to respond to the needs of farm women. She also emphasized on need for creating a group of women ambassadors as agents of environmental change. Gave equal voice in decision making to the farm women, make them self confidence and develop pro-women agricultural policies. This must also include a closer look in to the profile of the targeted women in small and marginal farms and response to the need of them. Emphasize supporting and sensitizing women to address climate change.

**Speaker 2:**

**Shri. Rohit Srivastav, Assistant Professor,, Indian Centre for Climate and Societal Impacts Research (ICCSIR) delivered the lecture on “Weather Forecasting”.**

He addressed the galaxy of scientists on weather forecasting to mitigate the effect of climate change. To suggest developing automatic weather station. Broadcast the news every day on weather forecasting like *Mausam* news and also dissemination the information on climate change and its remedies through whats App, face book, email, and voice SMS service. He also told to use the experience of local community to increase the success rate of weather forecasting.

**Session II**

**(Theme: Current system for knowledge multiplication and mass communication in Agriculture)**

Chairman: Dr. N. C. Patel

Co-Chairman: 1. Dr. M. Maheswari

2. Dr. V. V. Sadamate

Rapporteur: 1. Dr.P R Padhar--JAU

2. Dr Girish Prajapati -JAU

During the session 1, total of 4 lectures were delivered by various speakers.

**Speaker 1:**

**Dr. Devi Prasad, Director, Centre for Good Governance, Hyderabad delivered the lecture on “Governance structure for knowledge multiplication and mass communication in Agriculture”.**

He says that key areas of Good Governance are: Irrigation and water resource management, Watershed management, Disaster risk management, marketing support to the farmers, Technologies for the small farmers, etc. The Government has said that India's Intended Nationally Determined Contribution (INDC) is balanced and comprehensive. India is keen to attempt to work towards a low carbon emission pathway, while simultaneously endeavoring to meet all the developmental challenges that the country faces today. The INDC centre around India's policies and programmes on promotion of clean energy, especially renewable energy, enhancement of energy efficiency, development of less carbon intensive and resilient urban centres, promotion of waste to wealth, safe, smart and sustainable green transportation network, abatement of pollution and India's efforts to enhance carbon sink through creation of forest and tree cover. It also captures citizens and private sector contribution to combating climate change. The INDC proposals are on the following:

1. Reduce Emission intensity of Gross Domestic Product (GDP)
2. Implement Green India Mission
3. Increase the Share of Non Fossil Fuel Based Electricity
4. Development of solar parks
5. Thermal power generation
6. Technology Transfer and Capacity Building

**Speaker 2:**

**Dr. Raju, Director, Development Management Institute, Patna, delivered the lecture on "knowledge multiplication and mass communication in Agriculture".**

He suggested knowledge multiplication and mass communication for change in following principles,

1. Problem definition
2. Programme management
3. Boundary spinning
4. System integration

5. Learning orientation
6. Net working
7. Observation

He says action learning is an approach for community change process to solving real problems of climate change that involves taking action and reflecting upon the results.

### **Speaker 3:**

**Dr. Nisha Shah, Coordinator, NCCSD, Ahmedabad, delivered the lecture on “Knowledge Multiplier Hub”.**

She produced the results of the survey on knowledge gap/level amongst the farmers about climate change ---NCCSD analysis and concluded that 56 per cent of farmers do not aware with Climate Smart Agriculture. She also found income gap of Rs. 823/- per month. Poor land access, poor credit access, poor excess to critical inputs, neglected by Extension team, risky agriculture, limited market access, and impact of climate change are the major constraints to small farmers in agriculture. Involvement of multiple extension agencies confusing the farmers, what to follow. Knowledge sharing among the farmers is the solution to overcome the constraints.

### **Speaker 4:**

**Dr. A. M. Parakhia, Director of Extension Education, Junagadh Agricultural university, Junagadh delivered the lecture on “Current System of Knowledge Multiplication”.**

He explained the role of social media especially mobile Apps. free download in the dissemination of technologies to the end users in agriculture. He told that *Krushis Mahotsav* is the key factor for Agricultural reforms in Gujarat. The application of technological dissemination tools has a specific work and objective oriented application so all the technology needs to be integrated for quick results. He emphasized on the development of specific recommendation for mitigating the effect of climate change.

### **Session III**

#### **(Theme: Alternative Models for “Knowledge Multiplication and Mass Communication in Agriculture”- Public Sector, Private Sector, NGO’s)**

Chairman: Dr. M. C. Varshneya, Vice-Chancellor, Kamdhenu University, Gujarat

Co-Chairman:

1Dr. A. R. Pathak, Vice-Chancellor, Junagadh Agricultural University, Junagadh (Gujarat)

During the session 3rd, total of 4 lectures were delivered by various speakers.

#### **Speaker 1:**

**Prof. E. N. Reddy-DMP, Patna:** Knowledge Multiplication and Mass communication for Agriculture in arena of Climate Change

Study should be undertaken to find out the impact of climate change on pest and disease, livelihood of people and coping mechanism, to develop zone/region wise data base on climate change and its impact on agriculture, require more region specific studies for accurately predict the impacts of climate change.

He also suggested Three Tier Model of State Resource Centre working on Climate Change, District Resource Centre and Village Resource Centre working on Climate Change for mobilizing farmers for creating awareness, to communicate weather forecast, crop advisory services and agricultural commodity prices, Facilitate diagnosis of pest/disease and control measures by using ICT, to employ local educated youth to operate computer and disseminate information and to organize awareness programmes and capacity building programmes with the help of District centre.

**Speaker 2: Dr. V. P. Ramani** AAU, Anand: Excess use of urea release more NH<sub>3</sub> which cause GHG emissions

Need improved understanding of the combined and interactive effects of climate change and N cycling in the environment on production rates.

Needed to evaluate the interaction of ambient air pollution and temperature (specifically high temperature and heat waves) on human health. Additionally, more research is needed to evaluate potential susceptibility and vulnerability factors, particularly those that are predicted to increase (e.g., obesity, underlying disease, older age, nutritional deficits, proximity to sources) at the same time that population experiences the impacts of global climate change.

**Speaker 3: Dr. Mayur Vyas-Ex. M.D.,** Sabarkantha district cooperative milk producer union limited, Boria,- Himatnagar: Reaching out to animal holder

Crops and livestock are needed that are doing reasonably well in a range of production environments rather than extremely well in narrow sets of climate change. Research on dietary changes in food animal is needed to reduce methane emission.

Climatic changes will have a negative impact on all animals, but particularly livestock who are associated with certain activities that directly contribute to climate change. It is therefore imperative that animal agriculture practices and the welfare of animals be considered when developing climate change policies and programmes, both as potential victims and causes.

Conduct a thorough review of the impact of the entire farm animal production sector on climate change and their wider societal impacts, including the impacts of the various types of production systems.

Include strategies on husbandry, management system, outputs and reducing the numbers of farm animals reared and killed for food production for cutting emissions on global, national, and regional scales

Need to encourage low-intensity/density farming system policies and strategies

**Speaker 4: Arbind Sinha**, Director General, Shanti Business School  
Ahmedabad: Changing dynamics of AgriCom in India

Farmers want to know: different schemes, credit, loans, subsidies, cost and availability of different agril inputs, weather news, harvest/post harvest technology, market rates etc.

AgriCom project emphasis more to find out farmers' information needs list limitations of innovative communications, modes: community radio, TV, mobile, Internet, and IVRS, analyzed communication gaps. To address the gaps to provide effective solutions for agriculture developed as alternative communication model combining different ICT technologies.

## **Recommendations**

*After through discussion among Dignitaries, Panelist, Scientists, Government Officials, KVK Scientists, Extension Workers, GO Representative and farmers and particularly the key Speakers of the workshop- Prof.Dr Y.S Rajan, Dr. J. P. Mishra, Advisor (Agri),NITI Aayog,- Dr. Gopichandran- Director, Yigyan Prasar, Ministry of Science & Technology, Dr. M. Maheswari-Central Research Institute for Dry land Agriculture, Hyderabad, Dr Kirit Shelat- IAS (RTD),Executive Chairman-National Council for Climate Change Sustainable Development and Public Leadership (NCCSD) were Common Perception and In the Summing up one of the policy recommendations is come out to Build on existing systems & propose integrated farming systems and Compendium of best practices-FORECAST (Farmers oriented resilience & Climate Communication to sustain development) .*

**It was recommended to develop a “Knowledge Multiplier Model “.A pilot project could be taken up with Support of NITI Aayog by NCCSD. This can be in three district of Gujarat. Junagadh, Kutch (Arid Area) and Chhota Updipur (Tribal area).NCCSD can work in cooperation with State Agriculture Universities. All Three vice Chancellor of Universities who were present in the Workshop, welcome this and agreed to Collaborate.**

*The Other details of recommendations are as under*

### **Unfinished agenda: 27 Oct 2015.**

- Need a robust platform for Climate knowledge management sharing and communication
- Build on existing systems & propose integrated farming systems.
  - Kamdhenu University developing animal & fish card.
- Compendium of best practices

○ FORECAST (Farmers oriented resilience & Climate Communication to sustain development)

1. All that is achieved over 50 years will be lost if suitable action is not taken. This is true of farmers and crop systems.
2. Problems will appear in a holistic manner. These could relate to soil, crops, and natural resources including bio – resources. Climate change related issues are not stand alone.
3. People in the middle level in institutions do not seem to appreciate the importance of the challenge.
  - This needs a concerted effort on engagement at the decentralized local level including district and state levels.
4. Financial mechanisms to redress and proactively tackle challenges are needed
5. Optimize krishi channel output for mass contact
6. Recognize and respect diversity
7. Develop technologies to enhance coping strategies
8. Special emphasis on capacity building of women Farmers and Young Farmers.
  - Reach the un – reached
  - Pilots in extreme situations
  - Knowledge data banks & ICH needed
  - Citizen science approach
  - Tool kits for farmers as citizen science
9. Research institutions have their own limitations and cannot engage with mass outreach. So use a decentralized approach to reach the villages; ; look for collaborations with corporate and build on empowered associations / groups. Build on all missions with a window on climate change.
10. ICT by itself is not useful. Has to be supported with direct engagement. Television is the best option.
11. Local language coverage of climate change is very low. They talk only of disasters including suicides.
  - Middle to senior level officials too were not aware of the missions

**12.7** principles of communication for change

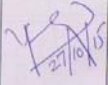

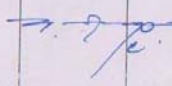
**13.**NCCSD study on awareness and consequences on income, need for success stories and difference between average and optimum production

**14.**ICT and ICE have to supported with apps

**15.**Cross cutting climate change as a focus.

**16.**Establish a GHG inventory at the local level.

## LIST OF PARTICIPANTS

NATIONAL LEVEL WORKSHOP ON-"KNOWLEDGE MULTIPLICATION AND MASS COMMUNICATION FOR AGRICULTURE IN ARENA OF CLIMATE CHANGE"; -27th October, 2015 At -Gujarat Chamber of Commerce & Industry, Gujarat Chamber Building, Ashram Road, Ahmadabad, Gujarat,							
S No.	Title of the Paper presented (Date & time of presentation)	Name of the Authors	Name and address of the person presented the paper	Signature		Boarding & Lodging expenditure in Rs.	Travel expenditure in Rs.
<b>Key Participants from outside the State</b>							
<b>On 27th Oct</b>							
✓1	Key note Address		Dr Y.S Rajan - Honorary Distinguished Professor ISRO / DOS and Chairman, BOG, NIT Manipur				
✓2	Opening Remarks by Distinguished Guest		Dr. J. P. Mishra, Advisor (Agri), NITI Aayog -Government of India- New Delhi				
✓3	"Mass Communication Strategies for Climate Change"		Dr V.V Sadamate- Agri-Extension specialist and Former Adviser Agriculture, Planning Commission GOI- New Delhi				
✓4	Presidential Address		Justice B P Singh, Formerly Judge , Supreme Court of India & President of NCCSD- New Delhi				
5	"Climate smart village concept."		Dr B Bishoi -SRO Research- New Delhi				

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✓ 6	Need of Knowledge multiplication and Mass communication in Agriculture & Allied sectors"		Dr. Gopichandran- Director, Vigyan Prasar, Ministry of Science & Technology, New Delhi	<i>P</i>			
✓ 7	Role of Women farmer in Agriculture for Knowledge multiplication and mass communication		Dr. Kinkini Dasgupta Misra, Scientist F and Head, Gender and Technology Communication Division, Vigyan Prasar- New Delhi	<i>Kanupri</i>			
✓ 8	"Management of Knowledge Multiplication and Mass Communication in Agriculture"-		Dr Raju- Director Development Management Institute-patna-Bihar	<i>Raju</i>			
✓ 9	"Governance structure for Knowledge Multiplication and Mass Communication in Agriculture "Sharing South India Experience for "CSA"		Dr Devi Prasad-Director Centre for Good Governance -Hyderabad	<i>Devi</i>			
10	"Role of Input industry and their chain"-in knowledge Multiplication and Reaching out to Farmers		Dr. Shilpa N Divekar :- Monsanto -Mumbai				
✓ 11			Prof EN Reddy-DMI Patna	<i>enad</i>			

12	✓ "Current System for Knowledge multiplication and Mass Communication in Agriculture as a part of NICRA"-		Dr. M. Maheswari-Central Research Institute for Dryland Agriculture , Santoshnagar, Saidabad PO Hyderabad 500 059	<i>M Maheswari</i>			
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<b>Key Participants within the State</b>							
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15	Current System for Knowledge multiplication and Mass Communication in Agriculture		Dr. N. C. Patel, Vice Chancellor, Anand Agricultural University, Anand	<i>N Patel</i>			
16	"Excess use of urea of its use release more of NH3 which causes GHG emissions		<i>Dr. V.P. Ramani</i> Dr Kahtina Director - Research Anand Agriculture University -Anand	<i>Ramani</i>			

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17	Alternative Models for "Knowledge Multiplication and Mass Communication in Agriculture"- Public Sector, Private Sector , NGO's	Dr. A. R. Pathak, Vice Chancellor, Junagadh Agricultural University, Junagadh				
	"Need of Knowledge Multiplication and mass communication for agriculture in arena of Climate change" :-	Dr Ashok Patel- Vice Chancellor, Sardar krushinagar dantiwada Agricultural University, Navsari				
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27th oct 2015			
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89	Chauhan Sandip A.	9601324024	Chauhan
90	Kadu Sagar P.	9874854501	Kadu
91	Shukla Amit	9909021132	Shukla
92	Patel Tarak R.	9485482024	Patel
93	Karad Gaurav	988946758	Karad
Sardar krushinagar Agriculture University			
94	Dr.S Arachya associate director research		Dr.S Arachya
95	Dr. V.T. patel associate professor ext.	9978553060	Dr. V.T. patel
96	Dr.R.R.Sankhela research scintest agro forestic	997951999	Dr.R.R.Sankhela
97	Dr A. J. patel program coordinator kvk	9879063233	Dr A. J. patel
98	Dr A.S. Shekh assooatate prof. vet	8759442896	Dr A.S. Shekh
P.G.Student			
99	Patel Nischay K.	9409501886	Patel
100	G.V. Patilpali	9428086265	G.V. Patilpali
101	H.H. Mahesh	9426265590	H.H. Mahesh
102	VARAJ. R. CHAVDA	9978524727	VARAJ. R. CHAVDA
103	Darwad R. abamatullah	9948922211	Darwad
104	Lakshmi Singh President CUMML	9899971806	Lakshmi Singh
105	Mr. chhabheda Member CUMML		Mr. chhabheda
106	Mr. Jagdish Singh Member CUMML		Mr. Jagdish Singh
107	Mr. Hanuman Singh Jalpur Farmer		Mr. Hanuman Singh
108	Rameshwarlal Salani Jalpur Farmer		Rameshwarlal Salani
109	Sanghadevi Jalpur Farmer		Sanghadevi
110	Mr. Shahtkar Abaida Jalpur Farmer		Mr. Shahtkar Abaida
111	Manis Singh Farmer Jalpur		Manis Singh
112	Mr. Tej Singh Farmer Nagan, Tank		Mr. Tej Singh
113	Mr. Manoj Joshi Farmer Nagan, Tank		Mr. Manoj Joshi
114	Sureshbhai Farmer Jalpur		Sureshbhai
115	Anand Jalpur Farmer Jalpur		Anand Jalpur
116	Nitesh G. Rane	9883330915	Nitesh G. Rane

V. R. J. Malusare

Proceedings and Recommendations of National Workshop on Knowledge Multiplication and Mass Communication for Agriculture in arena of Climate Change

Junagadh. staff.

117	Dr. B.N. Kalsaria	9635051255	Ref. in
118	Dr. M. S. Chaudhari	9427508708	Ref. in
119	Dr. V. J. Savaliya	9427761958	Ref. in
120	S. V. Nigulkar - Rajkot	9421899888	Ref. in
121	D. R. Chatter - II	9028497258	Ref. in
122	Dr. J. B. Patel - II	9909055981	Ref. in
123	M. P. Vajj - Anand	9327178611	Ref. in
124	Shalini Shah	9879203762	Ref. in
125	S. K. Shahgani	9839267003	Ref. in
126	Amit Parilal	935012301	Ref. in
127	Dr. D. K. Vepedya, IPAB, Madurai	9828833164	Ref. in
128	P. U. Sathie		Ref. in
129	Mr. Sanyam more		Ref. in
130	Mr. Sanyam more		Ref. in
131	Mr. Sanyam more		Ref. in
132	Mr. Ajit Ambre		Ref. in
133	P. M. Mehta		Ref. in
134	M. H. Patel		Ref. in

Director →  
Annual & budgetary

Ref. in

13698600000

**PROGRAMME DETAILS (WORKSHOP):**

**NATIONAL LEVEL WORKSHOP ON-“KNOWLEDGE MULTIPLICATION AND MASS COMMUNICATION FOR AGRICULTURE IN ARENA OF CLIMATE CHANGE;**

**On -27<sup>th</sup> October, 2015**

**At -Gujarat Chamber of Commerce & Industry, Gujarat Chamber Building, Ashram Road,  
Ahmadabad, Gujarat, India**

Date/Time      Paper/Topics of discussion Author/Participant

<b>27<sup>th</sup> October 2015</b>	
9.00 am-10.00 am	Registration
10.00 am -11.20 am	<b>Inaugural Session</b>
10.00 am -10.05	<i>Ganesh Vandana</i>
10.05 am – 10.20 am	Welcome Address <ul style="list-style-type: none"> <li>• President - Gujarat Chamber of Commerce &amp; Industry Dr. Kirit Shelat- Executive Chairman-NCCSD</li> <li>• Dr A.R Pathak -Vice Chancellor-Junagadh Agriculture University</li> </ul>
10.20 am - 10.30 am	Opening Remarks by Distinguished Guest <ul style="list-style-type: none"> <li>• Dr J.P.Mishra-Adviser (Agriculture) ,NITI Ayog</li> </ul>
10.30 am - 10.50 am	<b>Key note Address by:-</b>  Dr Y.S Rajan -Honorary Distinguished Professor ISRO / DOS and Chairman, BOG, NIT Manipur.
10.50 am - 11.00 am	<b>Presidential Address</b> <ul style="list-style-type: none"> <li>• Justice B P Singh, Formerly Judge, Supreme Court of India &amp; President of NCCSD</li> </ul>
11.00 am- 11.05	<b>Vote of Thanks</b> –Gujarat Chamber of Commerce and Industry, Gujarat
11.05 am – 11.30 am	Tea-Coffee Break
11.30 am – 1.30 pm -	<b><u>Session 1-Opening the theme- “Need of Knowledge multiplication and Mass communication in Agriculture &amp; Allied sectors”</u></b>  <b><u>Chair Person:-</u></b> Dr J.P.Mishra-Adviser (Agriculture) ,NITI Ayog-Opening Remarks <b><u>Co-Chair Person:</u></b> Dr. Gopichandran- Director, Yigyan Prasar, Ministry of Science & Technology, New Delhi <b><u>Co-Chair Person</u></b> : Dr Ashok Patel- Vice Chancellor, Sardar Krushinagar dantiwada Agricultural University

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	<ul style="list-style-type: none"> <li>• “Climate smart village concept.”Dr B Bishoi –SRO Research- NITI Ayog</li> <li>• “Technology Demonstration and Capacity Enhancement on Climate Resilient Agriculture: NICRA Experiences’-Dr. M. Maheswari- PI ,Central Research Institute for Dry land Agriculture –Hyderabad</li> <li>• “Role of Women farmer in Agriculture for Knowledge multiplication and mass communication”- Dr. Kinkini Dasgupta Misra, Scientist F and Head, Gender and Technology Communication Division, Vigyan Prasar</li> <li>• "Usefulness of communicating weather forecast in Agriculture. Dr. Rohit Srivastava, Ph.D.Assistant Professor, ICSSIR, Kutchh</li> </ul> <p>Discussion and farmers view</p> <p>Summing up by Co-Chair</p>
1.30 pm to 2.15 pm	Lunch break
2.15 pm – 3.45 pm	<p><b><u>Session -2 Current System for Knowledge multiplication and Mass Communication in Agriculture</u></b></p> <p><b><u>Chair Person</u></b>- Dr N. C. Patel, Vice Chancellor, Anand Agricultural University, Anand- Opening Remarks.</p> <p><b><u>Co-Chair Person</u></b>:- Dr. M. Maheswari- PI -Central Research Institute for Dry land Agriculture –Hyderabad.</p> <p><b><u>Co-Chair person</u></b>:- Dr V.V Sadamate- Agri-Extension specialist and Former Adviser Agriculture, Planning Commission. GOI-“Mass Communication Strategies for Climate Change”</p> <ul style="list-style-type: none"> <li>• Governance structure for “Knowledge Multiplication and Mass Communication in Agriculture “Sharing South India Experience for “CSA” -Dr Devi Prasad-Director -Centre for Good Governance -Hyderabad</li> <li>• “Management of “Knowledge Multiplication and Mass Communication in Agriculture”- Dr Raju- Director Development Management Institute-Patna-Bihar</li> <li>• Dr. Kirit Shelat- Executive Chairman-NCCSD and Nisha Shah-NCCSD</li> <li>• Dr. Parakhiya,-Director Extension -Junagadh Agriculture University.</li> </ul> <p>Discussion and Farmers view</p> <p>Summing up by Co-chair</p>
3.45 pm -4.00 Pm	Tea break

<p>4.00 pm – 5.30 Pm</p>	<p><b>Session-3 Alternative Models for “Knowledge Multiplication and Mass Communication in Agriculture”- Public Sector, Private Sector , NGO’s</b></p> <p><b>Chair Person-</b> Dr M C Varshneya- Vice Chancellor, Kamdhanu University-Gujarat.- Opening Remarks.</p> <p><b>Co-Chair Person:-</b> Dr A.R Pathak -Vice Chancellor-Junagadh Agriculture University</p> <ul style="list-style-type: none"> <li>• Prof EN Reddy-DMI Patna</li> <li>• “Excess use of urea of its use release more of NH3 which causes GHG emissions”- Dr Kahtiria Director –Research. Anand Agriculture University –Anand</li> <li>• “Reaching out to Animal Holder “-Dr. Mayur Vyas, Ex M. D., Sabarkantha district Cooperative milk producers union limited, Boria- Himathnagar</li> <li>• <b>Changing Dynamics of Agriculture Communication in India -</b> Shanty Business School</li> <li>• Sonali Bisht-INHERE, Uttarakhand</li> <li>• Dr R A Sherasiya- Government of Gujarat.</li> </ul> <p>Discussion and farmers view</p> <p>Summing up by Co-chair</p>
<p>5.30 to 6.00 pm-</p>	<p><b>Way forward</b></p> <ul style="list-style-type: none"> <li>• Address by:- Dr J.P.Mishra-Adviser (Agriculture) ,NITI Ayog</li> <li>• Address by- Dr. Kirit Shelat- Executive Chairman-NCCSD</li> <li>• Address by- Dr A.R Pathak -Vice Chancellor-Junagadh Agriculture University</li> <li>• Summing up of deliberation-- Dr. Gopichandran- Director, Yigyan Prasar, Ministry of Science &amp; Technology, New Delhi -GOI</li> <li>• President’s Address by-Justice B P Singh, Formerly Judge, Supreme Court of India &amp; President of NCCSD.</li> </ul>
	<p>Vote of Thanks-N.M Patel</p>