



संयुक्त निदेशालय प्रसार शिक्षा  
भाकृअप-भारतीय पशु-चिकित्सा अनुसंधान संस्थान  
इज्जतनगर, बरेली (उ०प्र०) 243 122  
Joint Directorate of Extension Education  
ICAR-INDIAN VETERINARY RESEARCH INSTITUTE  
Izatnagar, Bareilly (U.P.) 243 122



F.No. : PS-5-1/2025-26/JD(EE)

Dated the 1<sup>st</sup> April , 2025

**OFFICE ORDER**

**Sub.: Institute's National Extension Plan – 2025**

The Institute's National Extension Plan-2025 has been developed including various activities like Interface meetings, Kisan Melas, Development of Farmer Literature, Trainings, Exhibitions, Gosthies, Health campus, Establishment of FPOs, etc. to enhance the extension outreach of the Institute. The programmes and activities alongwith targets and coordinators are given below. All the coordinators are requested to initiate the activities as per the targets of National Extension Plan-2025

S No	Programmes	Activities	Targets	Coordinators
1.	Outreach activities across Campus & Regional Stations	a. Interface Meetings (SDAH, NGOs, Cooperatives, ATARIs, KVKs, Banks, etc.)	05	Dr Akhilesh Kumar Dr Rohit Kumar
		b. Industry Interface Meetings	05	Dr Akhilesh Kumar Dr Rohit Kumar
		c. Interface Meeting with NGOs, Cooperative, FPO/FPC & CBO	02	Dr Anuj Chauhan Dr Bablu Kumar
		d. Kisan Melas/ Kisan Gosthies/ Farmers Interface meets & Awareness programmes etc	08	Dr H.R. Meena Dr R.S. Suman Dr Madan Singh Dr Shruti & Nodal Officers of extension activities of each Campus and Regional Station
		e. Farmer Friendly Literature in Vernacular languages	08	Dr Akhilesh Kumar Dr Brijesh Kumar & Nodal Officers of extension activities of each Campus and Regional Station
		f. OFT/FLD/Training/Extension programmes of KVK	1128	Dr H.R. Meena
2.	Capacity Building Cell	a. Vocational Trainings & Certificate Courses (VOs, Extension Personnel, Professionals/ Entrepreneurs)	50	Dr Bablu Kumar Dr Shruti
		b. Farm School and other collaborative radio programmes	01 programs/ 10 talks	Dr Akhilesh Kumar Dr Shruti
		c. Exposure Visits	100	Sh Ravi Prakash & Sh Veer Singh
		d. Teleconsultancies	500	Dr Shruti & Nodal Officers of extension activities of each Campus and Regional Station
		e. Podcast	12	Dr Ajoy Das
		f. Students Community Engagement	8	Dr R S Suman Dr Madan Singh Dr Shruti

3.	Technology Dissemination Cell	a. Exhibitions & technology showcasing	10	Dr Bablu Kumar Dr Mithlesh Dr Sagar Chand
		b. Animal Health Camps	08	Dr Rohit Kumar Dr Brijesh, & Nodal Officers of extension activities of each Campus and Regional Station
		c. Celebration of important Days/ Weeks & Years	11	Dr S.K. Saha Dr Himani Dhanze Dr M. Asok Kumar Dr Suman Talukdar Dr Ayon Tarafdar Dr Aneesha V.A. Dr Shruti Dr Madan Singh
		d. Development and Support to Seed villages	05	Dr Brijesh Kumar Dr Anuj Chauhan Dr Nitish Khairyat Dr GK Das Dr SK Das
		e. Sale of technology products through ATIC	20	Sh Ravi Prakash
		f. Development and Sustainability of ICT tools (Apps, Chatbots, ARVR, smart farming devices, etc.)	02	Dr Ayon Tarafdar Dr Brijesh Kumar Dr Ajoy Das
		g. Development of Insta Reels for technology promotion	10	Dr Ajoy Das
		4.	Entrepreneurship Development & Startup Cell	a. Development of Start-Ups under RKVY-ABI
b. Incubation services under ABI	2			Dr Bablu Kumar Dr Mithlesh Dr Sagar Chand
c. Development of Entrepreneurs	50			
5.	Flagship Programmes of the Government	SCSP	250	Dr H.R. Meena and Nodal Officers of SCSP of all Campuses and Regional Stations
		MGMG	10	Dr Subodh Kumar Dr R.S. Suman and Nodal Officers of MGMG of all Campuses and Regional Stations
		TSP & NEH	100	Dr C.K. Jana Dr Shruti Nodal Officers of TSP & NEH, of all Campuses and Regional Stations
6.	Online and Distance Learning Courses (ODL)	Online & Distance Learning Courses (ODL)	02	Dr Amit Kumar Dr Shruti and Nodal Officers of Extension Activities of all Divisions, Campuses and Regional stations



7.	Establishment of FPOs	Establishment / Support to FPOs	02	Dr Anuj Chauhan, Dr Bablu Kumar & Nodal Officers of Extension Activities of all Campuses and Regional Stations
8.	Educational Videos on Scientific Package of Practices and Interventions	Videos on Good Management Practices & Surgical, Gynaecological & Medicinal Interventions	05	Dr Akhilesh Kumar Dr Rohit Kumar and Nodal Officers of Extension Activities of all Campuses and Regional Stations
9.	Institute Visibility Cell	a. Social media, Knowledge Portal & linking to professional networks	N.A.	Dr Mahesh Chander Dr Yash Pal Singh and Nodal Officers of Extension Activities of all Campuses and Regional Stations
		b. Development / Updation of IVRI Documentary Film	01	Dr HR Meena Incharge Communication Centre & PRO IVRI
		c. Development of Souvenirs for brand promotion	01	Committee constituted by the competent authority
10.	IP Protection and Technology Commercialization	a. Patents/Designs/Copyrights/ Trademarks filing	4	Dr Bablu Kumar Dr Mithlesh Dr Sagar Chand
		b. Patents/Designs/Copyrights/ Trademarks granted	2	
		c. Technology Commercialization	4	
11.	Tapping grants including CSR for Infrastructure development & extension activities	a. Mobile Veterinary/ Exhibition Van b. Training complex c. Extension outreach program d. Student amenities for education e. Extension infrastructure f. Others	01	Member Secretary, C.S.R. Cell and JDs of Campuses, Incharge of Regional Stations
12.	Establishment of Community Radio Station and Farm School on AIR programme/ Radion talks/ podcasts etc in all centre	Mukteswar	N.A.	Joint Directors/ Incharges of Regional Stations
		Bangalore		
		Palampur		
		Kolkata		
		Pune		
13.	Co-ordination Cell, Extension Activities	a. Compilation of information related to Extension activities including Radio/TV talks, Tele-consultancies, Visits etc of Campuses & Regional Stations b. Preparation of Reports and PPTs c. Reply of R.T.I., Lok Sabha/Rajya Sabha Questions, other queries, etc.		Dr Akhilesh Kumar Dr Shruti Dr Ajoy Das

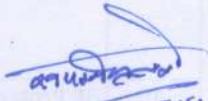
**B. Research**

S No	Programmes	Activities	Leader/ Coordinator	Associate Team/ Collaborators
1.	Thrust areas of the Extension Research (Based on the RAC Recommendations & Proposed EFC Deliverables 2021-26)	Research Programmes with focus on Digital Technology Based Extension, Client & System Specific Extension, Sustainable Production Systems Extension, Value Chain & Impact	Head, Division of Extension Education	Faculty & Students of DEE In collaboration within the institute and other Institutes/ Organisations as per requirements

**C. Teaching**

S No	Programmes	Activities	Leader/ Coordinator	Associate Team/ Collaborators
1.	Extension Teaching (As per NEP 2020 compliance & UGC NCF & G for HEIs)	<ul style="list-style-type: none"> <li>• Social Responsibility &amp; Community engagement, adapting existing course and research</li> <li>• Integration of Vocational &amp; EDP</li> <li>• Internationalization of education</li> </ul>	Head, Division of Extension Education	Faculty of DEE In collaboration within the institute and other Institutes/ Organisations as per requirements

This office order is issued with the approval of Director, IVRI.

  
**(RUPASI TIWARI)** 15.4.2025  
 J.D. (Ext. Education)