



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.5-1/202-23/JD(EE)

Dated the 08<sup>th</sup> April , 2024

**OFFICE ORDER**

**Sub.: Proposal for the Institute's National Extension Plan – 2024**

The proposal for Institute's National Extension Plan-2024 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-2024 :-

S No	Programmes	Activities	Targets	Coordinators
1.	Outreach activities across Campus & Regional Stations)	a. Interface Meetings (SDAH, NGOs, Cooperatives, ATARIs, KVKs, Banks, etc.)	07	Dr Akhilesh Kumar Dr Rohit Kumar
		b. Industry Interface Meetings	07	Dr Akhilesh Kumar Dr Rohit Kumar
		c. Interface Meeting with NGOs, Cooperative, FPO/FPC & CBO	02	Dr Anuj Chauhan Dr Akhilesh Kumar Dr Shruti
		d. Kisan Melas	08	Dr H.R. Meena Dr R.S. Suman Dr Madan Singh & 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)	62	Dr Bablu Kumar Dr Shruti
		b. Farm School and other collaborative radio programmes	02 programs (50 episodes)	Dr Akhilesh Kumar Dr Brijesh Kumar Dr Shruti
3.	Technology Dissemination Cell	a. Exhibitions & technology showcasing	22	Dr Bablu Kumar Dr Anuj Chauhan Dr Vikramaditya Upmanyu Dr Ajay Yadav
		b. Health Camps, Gosthies & other Extension outreach activities	08	Dr R.S. Suman Dr Rohit Kumar Dr Madan Singh
		c. Celebration of important Days/ Weeks & Years	11	Dr S.K. Saha Dr Himani Dhanze

				Dr M. Asok Kumar Dr Ayon Tarafdar Dr Aneesha V.A. Dr Shruti Dr Madan Singh
		d. Development of Seed village	05	Dr Brijesh Kumar Dr Anuj Chauhan
		e. Development and Sustainability of ICT tools (Apps, Chabots, ARVR, smart farming devices, etc.)	02	Dr Ayon Tarafdar Dr Brijesh Kumar
4.	Entrepreneurship Development Cell	Development of Entrepreneurs and Start-Ups	15	Dr Bablu Kumar
5.	Flagship Programmes of the Government	SCSP	250 Activities	Dr H.R. Meena and Nodal Officers of SCSP of all Campuses and Regional Stations
		MGMG	10 Activities	Dr Subodh Kumar Dr R.S. Suman and Nodal Officers of MGMG of all Campuses and Regional Stations
		TSP & NEH	250 Activities	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 of FPOs	02	Dr Anuj Chauhan and 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	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
		Development / Updation of IVRI Documentary Film	01	Dr G. Saikumar
		Development of Selfie Points and Souvenirs for brand promotion	01	Committee constituted by the competent authority
		IVRI-Newsletter	01	Dr Sameer Srivastava Dr Brijesh Kumar Dr S.K. Bhure

				Dr M. Sankar
10.	Tapping grants including CSR for Infrastructure development & extension activities	a. Mobile Veterinary/ Exhibition Van b. Training complex c. ODL Platform	01	Member Secretary, C.S.R. Cell and JDs of Campuses, Incharge of Regional Stations
11.	Establishment of Community Radio Station and Farm School on AIR programme in all centre	Mukteswar		Joint Directors/ Incharges of Regional Stations
		Bangalore		
		Palampur		
		Kolkata		
		Pune	N.A.	
12.	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

### 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)  
J.D. (Ext. Education)