

Title of the Practice: Outreach Extension program for upgrading knowledge, skill and livelihood security of the stakeholders.

Objectives:

- To reach out local communities/ groups/ individuals and bring them in to be a part of our project ("Engagement").
- To disseminate new ideas, technologies, knowledge in animal husbandry field gained through academic research/ understanding so as to modify traditional system into modern system.
- To establish robust system for constant improvement of existing technologies and development of new technologies based on farmers feedback.
- To assess the impact of the program and identify the factors that affect engagement in outreach activities.

The Context:

It is widely perceived that conventional agricultural education is now not meeting the emerging needs of agricultural development. It is emphasized that higher agricultural/ veterinary education institutions need to engage more directly and more effectively with surrounding communities and local educational institutions so as to utilize available research outcomes, knowledge, and expertise to address the needs and problems faced at the stakeholder level. Traditionally, many agricultural/ veterinary universities have defined their primary mission as training of human resources, which is provided by offering academic degrees. Therefore, engagement in outreach activities by academics is an important aspect of higher education in agriculture/ veterinary as well as the agricultural development process of the country. In addition to this, outreach activities allow us to understand local knowledge and combine it with modern agricultural science.

The Practice:

The institute is carrying out the outreach extension activities exclusively to reach the end users with latest innovation and feasible technologies across the country with IVRI headquarter and its regional stations and campus.

- Organization of farm & home visits and field visits with the students to provide first hand information to the students and to ascertain the needs of the livestock farmers in person.
- Organization of field demonstrations to prove the institute technologies even under field conditions and make the farmers to adopt the same.
- Organization of method demonstration to introduce new skills and/or to improve the existing skills among livestock farmers on various aspects of livestock farming.
- Organization of on campus and off campus training programmes in different aspects of livestock production and management for the benefit of the livestock farmers and farmwomen.
- Organization of campaign and exhibitions at farmers' places to make them informed about the technology and disseminate the same.

- Carrying out the practical application of PRA tools towards need identification and easy inculcation of latest technologies.
- Carrying out the regular educational and extension activities for the benefit of students and livestock farmers, respectively.
- Carrying out the technology assessment and refining the same towards its feasibility and applicability for adoption under field conditions.
- Organization of Kisan Mela to create awareness and educate farmers about latest farming technologies and recent developments in livestock and allied fields and to inform farmers about ongoing research in various aspects of livestock farming and to enable farmers to discuss with scientists about problems relating to livestock and allied aspects directly as well as to provide an opportunity for the farmers to directly contact input manufacturers, dealers, and also to know about latest inputs, technologies, equipment etc. available in market.
- Taking up the process of selection of adopted village (There should be no factions and feuds, while acceptability and cooperation of the farmers are prime requisites and village should not be a big or small in size), to improve the overall economic status of the livestock farmers and farm women, through technological interventions and farming systems approach.
- Providing 24×7 advisory services to the farmers and entrepreneurs towards improving the potentials of livestock farming. In this regard, Institute started its own You Tube Channel in the year 2015 and published 82 audio/ video film related to information on the technologies/ success stories. Presently the channel >12000 subscribers > 8.4 lakh views. IVRI also providing advisory services through Whatsapp groups (20) having 1895 members, Kisan Sarthi platform (> 1200 registered farmers), IVRI facebook page (> 1200 followers) and KVK portal for effective and timely delivery of services and information to the stakeholders.

Evidence of Success:

- As a result of these outreach activities, the work of progressive farmers in Bareilly district were recognized at state and national level for their innovations and contribution in agriculture and allied sectors [IARI Innovative Farmers Award- 2018 (KVK Farmer-Shri. Jabarpal Singh); Pashudhan Samridhhi Award-2022 (KVK Farmer-Shri. Amon Lakra) etc].
- KVK, Bareilly awarded for the outstanding work [Best presentation Award (29th Zonal KVK Workshop-2022), Pandit Deen Dayal Upadhyay Zonal Best KVK award-2018 (2019) etc].
- Farmers adopting new technologies and entrepreneurship development in the Animal husbandry.
- Enhancing farmers income and secure livelihood through secondary agriculture

Problems Encountered and Resources Required:

Extension system is the backbone for inaugurating the new innovations, technologies in the belonging nations. Introduction of new modern technologies, ideas is directly dependent on how strong is the extension system in that place. Most important step for making the commercialization in agriculture is extension services. However, there are a number of

deficiencies that need to be recognized to take the existing agricultural extension systems a step further in order to meet the demand of commercial agriculture.

The gap between the research and extension is still a major problem in extension system of India. Lack of interest of people on extension program is slowing down in disseminating the ideas. Furthermore, more than 1/4th of the total population of India is illiterate or simply we can say farmers are unreachable with the quality and technical education. Qualified and skilled extension workers still lacking and infrastructure for use of ICTs among the ground level extension worker is inadequate. In addition to this, the allocation of budget in each financial year for extension services in India is not sufficient to meet the end. Hence, a more generous budgetary allocation, capacity building of extension professional and development of IT enabled services is required to reach the unreached for rural/ urban development through agriculture and allied sector.