



PRDIS
PARTICIPATORY RURAL DEVELOPMENT
INITIATIVES SOCIETY

National Conference

on

**Next Generation Agriculture- Organic and Natural
Farming Pathways: Extension Strategies
& Approaches**

28-30 January, 2024

Venue: ICAR-ATARI, Jabalpur, Madhya Pradesh, India



Organized Jointly by

International Society of Extension Education (INSEE), Nagpur

ICAR-Agricultural Technology Application Research Institute (ATARI), Jabalpur

Jawaharlal Nehru Krishi Vishwavidyalaya, Jabalpur

National Institute of Agricultural Extension Management (MANAGE), Hyderabad and

Regional Centre for Organic and Natural Farming (RCONF), Nagpur

Participatory Rural Development Initiatives Society (PRDIS), Hyderabad

Introduction

Organic farming has emerged as an alternative system of farming that not only addresses quality and sustainability concerns, but also ensures a better future particularly for small holders with increasing awareness about the safety and quality of food, improving health issues, the long-term sustainability of the ecosystem, climate change and increasing global warming.

According to International Federation of Organic Agriculture Movements (IFOAM) General Assembly (2008), organic agriculture is a production system that sustains the health of soil, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects. Organic agriculture combines tradition, innovation and science to benefit the shared environment and promote fair relationship and good quality of life for all the living creatures on this planet. There is absolute need for evolving models to suit different Agro-ecological Zones.

Natural farming is a traditional form of agricultural practice popularly associated with a back-to-nature movement. According to National Institution for Transforming India (NITI Aayog), Natural farming is a chemical-free alias traditional farming method. It is considered as agro-ecology based diversified farming system which integrates crops, trees and livestock with functional biodiversity. Natural farming is an attempt to develop a method of farming which could help to reverse the degenerative momentum of modern agriculture. In natural farming, the focus is on the use of bio-inputs prepared from farm and local ecosystems instead of purchasing those from external sources making maximum possible use of natural resources, thereby avoiding the use of chemicals that are harmful to the activity of beneficial soil organisms.

Natural farming is the most important way and an alternative to agro-ecological sustainability to mitigate and address climate change as well as chemical-free agriculture. ICAR institutes, Agriculture Universities, Krishi Vigyan Kendras (KVK, Farm Science Centres), National Institute of Agricultural Extension Management (MANAGE) and National Centre for Organic & Natural Farming (NCONF) have taken initiatives for assessing and promotion of natural farming. The results of the experiments and demonstrations are encouraging. Awareness needs to be created in natural farming among farmers and to train them on the principles and practices of natural farming. There is a need to develop models for natural farming in various agro-climatic conditions according to the land, water and resource availability with the farmers.

Challenges

Organic farming is also known to produce lower yields compared to modern farming, especially during the transition period. Changing the mindset of farmers to embrace organic farming is a big challenge and even the response of soil is a slow process. Promoting organic farming is yet another big challenge when an individual farmer comes forward to take up organic farming without the neighbouring farmers responding positively. During times of sudden pest and disease outbreaks, how to manage these difficult issues is yet another challenge. One major obstacle to growth in the organic sector is certification and accreditation. These certifications are now generally provided by third parties; in turn, they are then accredited to any overlying organization, which may be national, international, governmental, or non-governmental. Yet another greater challenge is marketing of organic and natural farming produces at a remunerative price.

There has been a significant rise in awareness and interest about both organic and natural farming in recent years. There is growing concern about the environmental impacts of modern agriculture namely; soil degradation, water pollution and loss of biodiversity. Consumers are becoming more conscious of the food they consume and its impact on their health. Additionally, natural farming techniques often prove to be economically viable for farmers in the long run. By reducing the dependency on expensive inputs and focusing on regenerative practices, farmers can achieve improved yields, cost savings and enhanced soil fertility. Extension hence has a crucial role to play in sustaining the momentum and facilitating knowledge exchange and networking among farmers practicing organic and natural farming. Farmers can learn best practices and collectively address challenges faced in transitioning to organic and natural farming.

Extension Strategies and Issues

It is an appropriate time for the Extension Education team to take a comprehensive view of the issue of organic farming and natural farming— the opportunities from the point of view of consumers and the resultant market potential, processing, storage, export, the challenges of feeding the billions, instilling confidence among the distant consumers in the authenticity of organic foods, the necessary policies needed to boost the organic economy, etc. Against this backdrop, the Conference aims to discuss the role of ongoing, innovative and much needed Extension programs in increasing farm productivity and income, boosting food production, enhancing food safety assurance and enabling the export of surplus food produced to other countries.

The objectives of the Conference are to analyse the production technologies, particularly the Good Agriculture Practices and innovations based on rules and principles of safe food production using technological advancement in agriculture, the current market environment, the demand-dynamics of agricultural products of certain standards and quality, consumers' preferences moving toward to safe foods and the emerging challenges of climate change. The Conference seeks to bring together agricultural extension scientists, researchers, policymakers, international experts, academicians, professionals, farmers, entrepreneurs, students-scholars, all other stakeholders, institutions and traders/exporters for a purposeful dialogue to get deeper insights into the current dynamics and for drawing a future roadmap for agricultural extension vis-à-vis promoting organic and natural farming.

Rationale for Conference

There is only one globe for every human being as well as all other creatures on this planet. Improving and maintaining healthy environment for all the creatures on this planet is the responsibility of every country to contain climate change, global warming, food

and nutrition security. For moving towards One Health One Earth pathway, there is need to promote and adopt organic and natural farming practices which fits well into Next Generation Agriculture. As we know that organic Farming advocates several specific technical steps and natural farming involves several distinguished aspects and formulations. Hence, it is wise to debate with the experts, researchers, policy makers, students, farmers, practitioners, entrepreneurs and traders on common feasible way-out so that extension personnel and field functionaries implementing Organic and Natural farming in their areas can convince the farmers for quick adoption and reap the benefits inherent in suggested farming systems. Therefore, organizing a National Conference has become imperative now to deliberate and address the emerging opportunities and challenges. Although it is a national conference, aims for inviting international experts and Institutions to surface on the global issues on organic and natural farming relevant to Indian context for application. The successes are sporadic and need to be up-scaled.

The conference will deliberate on the themes listed in the conference communication, with due emphasis on the entire range of issues under each theme. The Conference will also bring in experts from various sectors both from India and abroad that are driving the organic and natural agricultural movement. Thus, it is expected that the Conference will meet the interest and needs of a wide range of disciplines and actors. High-quality deliberations in thematic and plenary sessions are expected to enlighten and empower the Extension professionals to come out with appropriate locally-relevant extension models for effective implementation of organic and natural farming.

Thematic Areas of the Conference:

Theme 1: Organic Farming for Sustainable Agriculture

Sub-themes

- Agroecology and Biodiversity Conservation in Organic Farming Systems
- Organic Farming as a Climate Change Adaptation and Mitigation Strategy
- Challenges and Opportunities in Organic Farming
- Capacity Building on Cutting-edge Technologies in Organic Farming
- Role of Extension in Promoting Organic Farming

Theme 2: Comprehensive Extension Strategies for the Promotion of Natural Farming

Sub-themes

- Good Management Practices for Natural Farming
- Standard Operating Procedures (SOPs) for Natural Farming
- Knowledge Transfer and Extension Models for Natural Farming Practices
- Farmer-to-Farmer Learning and Knowledge Sharing in Natural Farming
- Capacity Building of Farmers and other Stakeholders in Natural Farming
- Extension strategies for Scaling Up and Scaling Out Natural Farming

Theme 3: Policy and Institutional Approaches for Upscaling Organic Farming

Sub-themes

- Policy Formulation and Institutional Arrangement for Organic Farming
- Regulatory Frameworks, National & International Certification Systems for Organic Farming
- Collaborative Partnerships and Multi-stakeholder Engagement in Policy Development
- Export-related Issues for Organic Farming

Theme 4: Government Initiatives and Policy Support in Promotion of Natural Farming

Sub-themes

- Successful Cases of Natural Farming
- Integrating Natural Farming into National Agricultural Strategies
- Drivers for Sustainable Agriculture through Natural Farming
- Awareness programmes on Natural Farming

Theme 5: Role of ICT and Social Media for Organic and Natural Farming Extension

Sub-themes

- Digital Tools and Technologies for Enhancing Productivity and Efficiency in Organic and Natural Farming
- Online Platforms and Apps for Knowledge Sharing and Information Exchange
- Use of Social Media for Awareness and Promotion of Organic and Natural Farming Practices
- ICT-enabled Market Linkages and Value Chain Development for Organic and Natural Farming Products
- Start-ups, GIS, Remote Sensing, Data Analytics and Precision Agriculture in Organic and Natural Farming

Theme 6: Community Involvement and Group Approaches

Sub-themes

- Farmer Producer Organizations, NGOs, SHGs and Cooperatives involved in Organic and Natural Farming
- Participatory Approaches for Community-led Natural Farming Initiatives
- Community Seed Banks and Conservation of Traditional Crop Varieties
- Women Empowerment and Gender-inclusive Approaches in Organic Farming
- Indigenous Knowledge Systems and Community Resilience in Organic and Natural Farming

Theme 7: Market and Value Chain Development

Sub-themes

- Market Opportunities, Demand and Profitability for Organic and Natural Farming Produces
- Market Linkages and Partnerships for Small-scale Organic and Natural Farming Practitioners
- Value Chain and Marketing Channels for Organic and Natural Farming Products
- Marketing Strategies for Organic and Natural Farming Produces
- Engaging Farm Youth and Women in Marketing and Value Chain Management
- Success Story on Marketing of Organic and Natural Farming Produces
- Entrepreneurship Development in Organic and Natural Farming

Expected Outcome

- This conglomeration of experts, scientist, scholars, practicing farmers, policy makers, development planners etc., from India and abroad will lead to carving the new and strong pathway for smooth progress of organic and natural farming practices.
- Experiences of the practicing farmers, researchers, scientists will lead to the formulation of the strategy and implementation framework at regional and national level.
- Good agricultural practices of natural and organic farming will be identified with suitable extension strategies to promote organic and natural farming on the basis of agro-ecological situation at country level.

Way Forward

Suitable extension strategies for promotion of organic and natural farming at wider scale by creating awareness and developing skills of the farmers, agripreneurs and extension professionals besides Policies and developmental plan for regulation and certification of organic and natural farming produce and their standardization to capture domestic as well as global markets. Looking into the serious impact of modern technology on human health issues and other living beings on this planet, there is absolute need for converging both national and international institutions which have a role and responsibilities on aforesaid issues since the health of the human being on this planet becomes paramount importance. The Conference will also bring about concrete recommendations for implementation by respective stakeholders.

Papers may cover good Extension practices, policy measures, research and Case Studies besides methods, approaches and tools under the above thematic areas.

Participants

The Conference participants are the agricultural Extension fraternity including Horticulture, Veterinary, Dairy, Home science, Fishery and Forestry besides basic Social Sciences i.e. Psychology, Sociology, Economics and Statistics disciplines engaged in research, academics, developmental and related institutions comprising students, farmers, entrepreneurs and industries in the area of organic and natural farming.

Call for Abstracts/Full Papers

Abstracts of research/cases/development initiatives/policy initiatives followed by full-length papers of the accepted abstracts related to the themes will form the main content of the Conference. Abstract not exceeding 300 words typed in MS Word documents with Arial Font & 11 Font Size shall be submitted by email to the Conference **e-mail insee2024jbp@gmail.com**. **The number of papers is restricted to two per participant as the first author. The number of authors per paper is restricted to max. 4.**

Publication

Excerpts from the Plenary speeches, Keynote addresses, invited talks, theme lectures and oral presentations will be published in the peer reviewed "INSEE Journal" of the International Society of Extension Education in a special issue being brought out for the Conference.

Important dates

Abstract submission: 31st October 2023.

Confirmation of acceptance of abstract: 15th November 2023

(For Oral / Poster Paper Presentation)

Submission of full paper: 30th November 2023

Last date for registration: 15th December 2023

Registration and Payment

Fill up the form available on the website <https://www.inseeworld.com> and send it along with an online Fee receipt or RTGS/NEFT receipt (with UTR No.) to the email editor.injee@gmail.com. The registration fees may also be paid through **Bank Demand Draft** in favour of the "Secretary, International Society of Extension Education" payable at SBI, Ramdaspath Branch, Nagpur and send it by post to the **Treasurer, International Society of Extension Education, Extension Education Section, College of Agriculture, Nagpur, M.S., India- 440 001.**

Registration Fee

International Participants	\$ 125
INSEE Life Members	Rs. 4000
Non members	Rs. 5000
Students	Rs. 1500
Retired Extension Faculty Members	Rs. 2000
Accompanying person	Rs. 1000
Farmers and Farm Entrepreneurs	Rs. 500

(Students should send a recent Bonafide Certificate or College ID card attested by Head of Dept.along with the form & fee receipt)

Bank Details

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Bank Name	State Bank of India
Branch	Ramdaspath, Nagpur
Branch Code	1633
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Accommodation and Transport

Accommodation will be arranged on payment in the Guest Houses on first- come, first-served basis, upon registration by the participants. Please check the Conference website (www.inseeworld.com) for details. Tariff details of hotels will be updated on the website.

Please contact Dr. A.K. Singh, Scientist, KVK Jabalpur (Mob. 9424638238) for accommodation and for transport, Dr. D.K. Singh, Scientist, KVK Jabalpur (Mob. 9407001304).

Awards

Best Paper/Poster Presentation Award

The best paper presentations during the Conference will be recognized with awards. The number of awards including the Life Time Achievement Award, and Young Extension Professional Award will be decided by a jury of experts. "Young Extension Professional Award" for those who are below the age of 45 years will also be presented. Please check the Conference website for details of various awards, application formats and guidelines.

Life-Time Achievement Award

This activity of INSEE is in line with the objectives of the Society. This award is presented to a senior person who has contributed significantly to the field of Extension Education throughout his life. The contribution may be in the form of Education, Research or Field Extension Work. His work should be appreciated and accepted in the discipline. He/she should be a well-known person in the

discipline and should have wide recognition. The felicitation of such senior person/s will be an inspiration for the young person to achieve that excellence in life. He/she should be a “Path Maker” and be a beacon to set an example to others to follow. It is a felicitation of a devoted and dedicated person in the field of Extension Education. This award is presented on the occasion of the International Conference organized by INSEE. The award includes a Citation, Memento, and Bouquet.

Nomination for Lifetime Achievement awards in the area of Agricultural Extension Education are shortlisted, scrutinized, and finalized on the above criteria by the committee formulated for this purpose.

Young Extension Professional Award

Applications are invited for Young Extension Professional Award to be given during the above National Conference. The young Extension professionals who are 45 years and below and working in Agriculture related Farm Universities, ICAR Institutions and KVKs involved in Extension teaching, research and field Extension in India and abroad are eligible to apply. The candidates must possess a minimum of M.Sc. degree/ M.Sc. (Agri.) degree in Agricultural Extension/ Extension Education are eligible. The applications received for Young Extension Professional Award will be scrutinized and finalized by the committee formulated for this purpose.

Young Innovative Farmer Award

This Award has been Instituted by Late Dr. R. Dwarakinath Former Vice-Chancellor U.A.S. Bangalore, former FAO Expert and Ex. Founder President of INSEE, who has donated Rs. One Lakh to INSEE for this award and therefore this award is named after Dr. R. Dwarakinath as “INSEE Dr. R. Dwarakinath Young Innovative Farmer Award”. This is to recognize the contribution of innovative farmers in the development, adoption, and dissemination of Organic and Natural Farming technologies and practices for enhanced productivity, and increased income with sustainability. Entries for this award are invited from the place / state where the National Conference is held. The selection of the farmer will be done according to the criteria laid down by the committee formulated for this award. This award is given on the occasion of the National Conference organized by INSEE. The nature of the award is a Citation, Memento, Bouquet, and cash prize.

Young Innovative Woman Farmer Award

This Award has been sponsored by Professor Dr. Rajguru, an Eminent Extension Scientist of Orissa University of Agriculture and Technology, (OUAT) Bhubaneswar, who has donated Rs. One Lakh to INSEE for this award and therefore this award is named after Dr. G. Rajguru as “INSEE Dr. G. Rajguru, Woman Innovative Farmer Award”. This is to recognize contribution of innovative women farmers in the development, adoption, and dissemination of Organic and Natural Farming technologies, practices for enhanced productivity, and increased income with sustainability. Entries for this award are invited from the place / state where the National Conference is held. The selection of the farmer will be done according to the criteria laid down by the committee formulated for this award. This award is given on the occasion of the Conference organized by INSEE. The nature of the award is a Citation, Memento, Bouquet and cash prize.

About the organizers

International Society of Extension Education: INSEE was established in 1993 by visionary Extensionist Dr. R. R. Sinha, Former Director Extension Education, Dr. PDKV, Akola with the aim of promoting and strengthening professional development of Extension Education. The society brings together Extension scientists, researchers, policymakers, administrators, farmers, and development workers to collaborate and address global issues in Extension education. INSEE organizes conferences, seminars, workshops and training programs to facilitate research and knowledge exchange in the field. The society publishes the International Journal of Extension Education and Newsletter which serves as a platform for disseminating research findings and important events of Extension in the country and abroad. INSEE also takes lead in suggesting policy matters to the Government. Over the years, INSEE has been led by esteemed presidents, including Dr. R. Dwarakinath and Dr. A. G. Sawant, who have played pivotal roles in advancing the society's mission. Dr. K. Narayan Gowda, Ex-Vice Chancellor, University of Agricultural Sciences, Bengaluru, Karnataka, India is the president of this society.

Agricultural Technology Application Research Institute (ATARI): Established as the Zonal Coordinating Unit in Jabalpur, established in 1979 under the Cess Fund. Over the time, various initiatives and projects were amalgamated under the KVK umbrella, including Frontline Demonstrations on oilseed and pulse production, farm implements and cotton. In 2009, the ZCU was upgraded to the Zonal Project Directorate (ZPD) and eventually attained institutional status as ATARI in 2015. ATARI Jabalpur currently coordinates, monitors and evaluates the activities of 82 KVKs across Madhya Pradesh and Chhattisgarh and presently headed by Dr. S.R.K. Singh as Director, ICAR-ATARI Jabalpur.

Jawaharlal Nehru Krishi Vishwa Vidyalaya (JNKVV): JNKVV established on October 1, 1964 at Jabalpur, Madhya Pradesh is dedicated to agricultural development in the region. The university was founded based on the recommendations of the Radhakrishnan Commission and the joint Indo-American team on agricultural research and education. JNKVV encompasses seven colleges of agriculture, one College of Horticulture, one College of Agricultural Engineering along with research stations and Krishi Vigyan Kendras spread across seven agro-climatic zones in Madhya Pradesh. Prof. P. K. Mishra is the Vice-Chancellor of this University.

National Institute of Agricultural Extension Management (MANAGE): Established in 1987, MANAGE is an autonomous institute based in Hyderabad, India. Initially known as the National Centre for Management of Agricultural Extension, it was elevated to the status of a National Institute in 1992. MANAGE serves as the Indian solution to the challenges faced in agricultural extension within a

rapidly growing and diverse agriculture sector. MANAGE provides professional guidance, training, and management expertise to transform and enhance the agricultural Extension system in the country. At present, Dr. P. Chandrashekara is serving as Director General of this institute.

Regional Centre for Organic and Natural Farming (RCONF), Nagpur

Regional Centre for Organic & Natural Farming (RCONF), Nagpur is the sub-ordinate office of INM Division, DA&FW, Ministry of Agriculture and Farmers Welfare, Govt. of India, which is a nodal organization working for promotion of organic/natural/chemical free farming since last three decades in the jurisdiction (currently six states & one UT viz. AP, CG, Gujarat, MP, MS, TS & Dadar & Nagar Haveli) with mandates like training and human resource development, nodal quality control laboratory under FCO, 1985, create awareness and publicity by print and electronic media and publication of literatures, to support Central and State Governments in policy formulation, monitoring, evaluation and introduction of new schemes, activities, programmes related to organic, natural and other forms of non-chemical farming systems, etc.

Participatory Rural Development Initiatives Society (PRDIS) : PRDIS is a registered and reputed professional National Level Development Organization (NGO) established during the year 1999 operating from Hyderabad, Telangana, India. Participation, Partnership and Empowerment are the guiding principles of PRDIS. It has been working on areas of Sustainable Agriculture, Agribusiness, Rural development and Natural Resource Management. Dr. S. V. Reddy, the chief functionary of this organization. This organization has also been providing consultancy services to the Central Government, various State Governments, Agro-Based Industries, and International Development Agencies on field activities namely; Monitoring, Evaluation, impact assessment studies, baseline survey and capacity-building activities concerning Sustainable Agriculture, Agribusiness and Rural Development issues.

About the Venue

The Conference will be held at ICAR-ATARI, JNKVV Campus, Jabalpur, Madhya Pradesh, India.

About Jabalpur

Jabalpur, a city situated in the heart of India, is an ideal destination for hosting the Agriculture Conference. Known for its rich cultural heritage and scenic landscapes. Jabalpur offers a unique blend of tradition and modernity. The city has cool and comfortable weather with average temperature ranges from around 8°C to 22°C in January making it an excellent choice for discussing and sharing knowledge on agricultural practices and advancements. In addition to the conference, attendees can also explore the natural wonders of Jabalpur, such as the iconic Marble Rocks along the Narmada River and the famous Dhuandhar Falls. Jabalpur is well-connected to major cities across the country by Air, Rail and Road. JNKVV Campus is 20 Km from Jabalpur Dumna Airport and 8.6 km from Jabalpur Railway station. Come and join us in Jabalpur for the INSEE Conference, where innovation, knowledge exchange and scenic beauty merge seamlessly to create an unforgettable experience for all participants.

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