

**PROCEEDINGS OF THE FIRST LOCAL ORGANIZING AND OTHER
COMMITTEES MEETING OF ISEE NATIONAL SEMINAR HELD ON 21.03.2023
AT 11.00 AM IN DR. R. DWARAKINATH HALL, DEPARTMENT OF
AGRICULTURAL EXTENSION, COA, UAS, BANGALORE**

Members Present (offline)

1. Dr. S.V. Suresha, Vice-Chancellor, UAS, Bangalore
2. Dr. G. Eswarappa, President, ISEE, Karnataka Chapter & Former D.E., UASB
3. Dr. B.T. Rayudu, Principal Scientist, ATARI, Hebbal, Bangalore
4. Shri M.H. Banthanal, Managing Director, KAPPEC Ltd., 17, General K S Thimayya Road (Richmond Road), Bengaluru
5. Dr. M.S. Nataraju, ICAR-Emeritus Professor, Dept. of Agril. Extn., UAS, GKVK, Bengaluru
6. Dr. N.R. Gangadharappa, Former Director of Research, UAS, Bangalore
7. Dr. N. Nagaraja, Former Director of Extension, UAS, Bangalore
8. Prof. V. Veerabhadraiah, Former Director of Extension, UAS, Bangalore
9. Dr. S. Prabhu Kumar, Former Director, ATARI, Hebbal, Bangalore
10. Dr. N.S. Shivalinge Gowda, ICAR-Emeritus Professor, Dept. of Agril. Extn. UAS, GKVK, Bangalore
11. Dr. Siddayya, Coordinator-PPMC, Nodal Officer-Agri. Edn. To ICAR & Director-Skill Development Center, UAS, GKVK, Bengaluru
12. Dr. Y.N. Shivalingaiah, Organizing Secretary, ISEE National Seminar 2022-23 and Professor & Head, Department of Agricultural Extension, UAS, GKVK, Bangalore and Secretary, ISEE (KC)
13. Dr. V.L. Madhuprasad, Co-organizing Secretary, ISEE National Seminar 2022-23 and Chief Instructor, FTI, UAS, GKVK, Bangalore
14. Dr. K.P. Raghuprasad, Professor and Head, ATIC, UAS, Bangalore
15. Dr. Mudalagiriappa, Chief Scientist, Dry Land Project, UAS, GKVK, Bangalore
16. Dr. C. Narayanaswamy, Treasurer, ISEE (KC), SO to Dean (Agri.), CoA, UAS, GKVK
17. Dr. K. Shivaramu, Sr. Information Specialist, FIU, UAS, GKVK, Bangalore
18. Dr. S. Ganesamoorthi, Co-organizing Secretary, ISEE National Seminar 2022-23 and Assoc. Professor, Department of Agricultural Extension, UAS, GKVK, Bangalore
19. Dr. Ashok Doddamani, Asst. Professor and Scientific Officer to DE, Directorate of Extension, UAS, GKVK
20. Dr. K. Geetha, Professor & Scheme Head and Uni. Head, AICRP-Women in Agriculture, UAS, GKVK, Bangalore
21. Dr. K.G. Vijayalaxmi, Professor and Head, Department of Food Science and Nutrition, UAS, GKVK, Bangalore
22. Dr. Ashok S. Alur, Director, Centre of Excellence for FPOs, College of Horticulture, UHS Campus, Bangalore
23. Dr. C.M. Savitha, Associate Professor, Dept. of Agril. Extension, UAS, GKVK
24. Dr. H.K. Pankaja, Dept. of Agril. Extension, UAS, GKVK
25. Dr. M.T. Lakshminarayan, Associate Controller of Examinations, University Examination Centre, UAS, GKVK, Bangalore
26. Dr. Yashashwini, M.A., Assistant Professor (Contract), GKVK, Bangalore
27. Dr. N. Rajanna, Former Professor and Head, ATIC, UAS, GKVK, Bangalore
28. Dr. Hanmanthappa, D.C., Scientist (Agronomy), Agro-Forestry, GKVK, Bengaluru
29. Dr. Shwetha, B.S., Assistant Professor, GKVK, UHS, Bagalkot

30. Dr. A. Madhushree, Research Associate, Department of Agril. Extension, CoA, GKVK
31. Dr. Y.M. Gopala, Contract Teacher, Department of Agricultural Extension, CoA, UAS, GKVK, Bangalore

Members present (Online)

1. Dr. V. Venkatasubramanian, Director, ICAR-ATARI, Hebbal, Bengaluru
2. Dr. M.J. Chandre Gowda, Principal Scientist, ATARI, Hebbal, Bangalore
3. Dr. V. Govinda Gowda, Sr. Scientist and Head, ICAR-KVK, Tumkur
4. Dr. Basavaprabhu Jirli, Professor and Head, Department of Extension Education, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi, Uttar Pradesh – 221005
5. Dr. R. Venkata Kumar, Principal Scientist & I/c Head, ICAR-IIHR, Hesaraghatta, Bengaluru
6. Dr. K. Amaresh Kumar, Professor and Head, Department of Agricultural Extension, College of Horticulture, KSNUAHS, Hiriya, Chitradurga
7. Smt. Kshamapatil, DDH (FPO), Lalbhagh, Department of Horticulture
8. Dr. S. Subhash, Scientist, ICAR-NDRI, Aduodi, Bengaluru

First Local Organizing Committee meeting was held on 21.03.2023 at 11.00 AM in Dr. R. Dwarakinath Hall, Department of Agricultural Extension, CoA, UAS, Bangalore under the chairmanship of Dr. S.V. Suresha, Vice-Chancellor, UAS, Bangalore to discuss about the roles and responsibilities of all the sub committees for the National Seminar on **"Evolving Extension Science Towards Secondary Agriculture for Sustainable Development"** planned in the **month of June, 2023** by Indian Society of Extension Education (ISEE), New Delhi, ISEE (Karnataka Chapter) and UAS, Bangalore in collaboration with other leading institutes in the country – ICAR, MANAGE, ICAR-ATARI, Bangalore, ICAR-NISA, Ranchi, Directorate of Secondary Agriculture, GoK and others.

Dr. Y.N. Shivalingaiah, Organizing Secretary welcomed all the dignitaries and professionals for the first local organizing committee meeting and presented the roles and responsibilities assigned for different committees to conduct the national seminar.

Dr. G. Eswarappa, President, ISEE (KC) and Chairman, Organizing Committee has highlighted the action taken on the proceedings of the Steering Committee meeting held on 12.03.2023 and also, he emphasized all the committee's chairmen has to conduct the committee's meetings as and when required and send the action taken on the proceedings of the organizing committee. He also insisted all of them to work as a team for the successful conduct of the seminar.

Following suggestions were made by the dignitaries for effective conduct of the National Seminar:

• PROGRAMME COMMITTEE

1. It was decided to invite Central Minister for Agriculture, Minister of State for Agriculture, Chief Minister, State Agriculture Minister as chief guests for the inaugural ceremony of the seminar and to invite Director General, ICAR for valedictory as chief guest and requested honourable vice-chancellor to send letter to the identified guests.
2. It was decided to shift Dr. M. Shivamurthy from programme committee to souvenir committee.

3. It was decided to request the DDG (Agril. Extension) to ask the KVK staff of all over India to send papers to the seminar and also depute one scientist from each KVK to make presentations of KVKs work related to secondary agriculture.
4. Arrange to evaluate best paper oral (each session) and posters theme wise in consultation with editorial committee.
5. Ensure to provide 7-10 minutes for presentation by all the presenters and to manage the timings accordingly so that each participant gets opportunity to present their work.
6. It was decided to ensure the participation of progressive farmers, experts, FPO directors for the inauguration programme.
7. Distribution of invitation to delegates, VIPs, preparation of detailed programme, communication, arrangements for invited speakers, banners, buntings, badges, seminar kit, facilities to speakers, panelists, rapporteurs and felicitation material to speakers & sponsors.

• **LOCAL ORGANIZING COMMITTEE**

1. It was decided to make centralized Procurement of the material required for the seminar after getting the requirements from each committee.
2. Send a requisition letter to DDG to include the seminar as part of the programme of KVK Golden Jubilee Year Celebration.
3. Send Email along with brochure to all KVKs requesting to contribute papers for the seminar.

• **ACCOMMODATION COMMITTEE**

1. Chairman of the accommodation committee requested HoD, Dept. of Agril. Extension to provide the contact numbers of the volunteers (PG students)
2. Accommodation committee to explore all the low cost/govt/guest house accommodations available near to the seminar venue for participants and free accommodation especially for students
3. It was suggested to explore the availability of the rooms in the hostels for accommodation for students participants.

• **FOOD COMMITTEE:**

1. It was suggested to nominate Dr. A.P. Mallikarjuna Gowda, Sr. Farm Superintendent, GKVK, UAS, Bangalore as food committee Chairman in place of Dr. K.P. Raghuprasad.
2. Suggested to make suitable arrangements to provide quality food for 700-800 participants.
3. Suggested to erect German tent and separate VIP counter establishment as seminar will be conducted in the month of June keeping monsoon in view.
4. Suggested to plan for Pan India menu as it was done in 21st agriunifest 2023
5. Suggested to finalize caterer, menus and timings early.

• **CENTRALISED PURCHASE COMMITTEE**

It was decided to constitute separate Centralised Purchase Committee with the following members

Chairman:	Dr. K.P. Raghuprasad, Professor and Head, ATIC, UAS, GKVK
Co-Chairman:	Dr. Y.N. Shivalingaiah, Organizing Secretary, ISEE National Seminar and Professor & Head, Department of Agricultural Extension, UAS, GKVK, Bangalore

Members	Dr. Vinay Kumar, R., Assistant Professor of Extension, PPMC,UAS,GKVK, Bangalore
Member Convener	Dr. C. Narayanaswamy, Assoc. Professor and Scientific Officer to Dean (Agri.), CoA,UAS, GKVK, Bangalore and Treasurer, ISEE (KC)
Roles and Responsibilities <ul style="list-style-type: none"> • Responsible for the purchase of materials for the seminar (Seminar kit, badges, felicitation materials) • Coordinating with other committees for purchase of necessary materials as per their requirement • Any other work assigned by organizing and steering committee 	

• **MEDIA RELATION AND PUBLICITY COMMITTEE:**

1. It was suggested to add Dr. Ramakrishna Rao, Former Professor of Agril. Extension, UAS, GKVK, Bangalore as Co-chairman.
2. Arrange curtain raiser few days before the seminar to give wide publicity for the seminar.
3. Arrange for periodical press releases of the seminar in print, electronic and social media.
4. Distribution of invitations to all the invitees and members with the help of student volunteers.

• **FUND MOBILIZATION COMMITTEE:**

1. It was suggested to replace the chairman Dr. K. Narayana Gowda, Director of Extension, UAS, Bangalore by Dr. G. Eswarappa, President, ISEE, Karnataka Chapter & Former D.E., UASB and to add Dr. Ramakrishna Rao, Former Professor of Agril. Extension, UAS, GKVK, Bangalore as Co-Chairman instead of member.
2. Dr. G. Eswarappa need to accompany resource mobilisation committee members for meeting the sponsors wherever required
3. Involve some of the Heads of KVK in mobilizing the funds
4. Nominate Dr. C. Narayanaswamy as member convener of the fund mobilization committee
5. Seek support from Director, KAPPEC for mobilizing entrepreneurs to participate in the seminar

• **REGISTRATION & RECEPTION COMMITTEE:**

1. It was suggested to include Dr. K. Venkataranga Naika, Former University Librarian, UAS, Bangalore as Cochairman and it was suggested to include Sri Dayanand, Comptroller Office, GKVK in place of Dr. C. Narayanaswamy, Treasurer, ISEE (Karnataka Chapter), Bangalore.
2. Allocate three students exclusively per venue to facilitate smooth conduct of sessions and felicitation to the guests/sponsors
3. Register and make provision for participation of officials from the development departments and KAPPEC / APEDA
4. Send a request letter to depute 10 officials from each development department and also request the Director of secondary agriculture to depute officials to the seminar.
5. Physical and Online Registration, issue of receipts, kits, member enrolment and distribution of the certificates

- **CULTURAL PROGRAMME COMMITTEE:**

It was suggested to replace Chairman of the committee Dr. C. Narayanaswamy, Treasurer, ISEE (Karnataka Chapter), Bangalore with Dr. T.S. Manjunatha Swamy, Assistant Professor, Department of Horticulture, UAS, GKVK, Bangalore and include Dr. N. Narasimha, Former Professor and Head, Department of Agricultural Extension, UAS, GKVK, Bengaluru as Cochairman.

- **EDITORIAL COMMITTEE:**

1. Suggested to add Dr. S.S. Dolli, Professor, Department of Agricultural Extension Education, CoA, UAS, Dharwad as Zonal Editor.
2. Share the seminar brochure to the society website and publicize.
3. Allocate the task to review papers submitted and send the confirmation of acceptances in time to the participants.
4. Prepare and share the guidelines for poster preparation and presentations with the participants in time and include it in the second brochure.
5. Involve the ISEE Journal Zonal Editor Dr. Dolli in taking forward the papers for publishing in the journal.
6. It was decided to print 100 copies of abstract book for release and sponsors requirement and for to the rest, soft copy may be provided.

- **STAGE COMMITTEE**

1. Workout the budgetary requirements of stage committee and give it to the local organizing committee for sanction.
2. Attach one housekeeping personnel in every venue of the seminar for timely maintaining the neatness of the venue
3. Plan to ensure more than 1000 audience for the inaugural programmes since it is planned to invite Hon'ble Governor / Chief Minister / Agriculture Minister.
4. Stalls for the participating entrepreneurs should be free where as for the organisations have to pay the stall charges
5. Design & decorate, dais programmes, AV aids, photo, video & Displays, time management & ensuring attendance, felicitation to speakers & sponsors

- **TRANSPORT COMMITTEE:**

It was suggested to replace Chairman of the committee Dr. D. Raghupathi, Associate Director of Extension, V.C. Farm, Mandya with Dr. Hanmanthappa, D.C., Scientist (Agronomy), Agro-Forestry, GKVK, Bengaluru. The transport committee has to work closely with accommodation committee. Request and orders for Pooling vehicles, arrangements for pickup/ drop from lodging to seminar venue.

- **EXHIBITION COMMITTEE:**

1. Suggested to add Dr. D. Raghupathi, Associate Director of Extension, V.C. Farm, Mandya as Chairman of the committee and Dr. V. Govinda Gowda, Sr. Scientist and Head, ICAR-KVK, Tumkur as Cochairman.
2. Involve the people interested in secondary agricultural industry.
3. Buyers and sellers meet to be arranged in consultation with KAPPEC/APEDA and others.
4. Involve ATARI, KVKs to exhibit their work in exhibition stalls.

5. Plan to arrange around 50 stalls and ensure provision and participants in collaboration with KAPPEC and Govt.
6. Consider a separate or subcommittee to plan and conduct poster presentation in consultation with editorial committee.
7. Finalise communicate the stall requirement before 48 hours of the seminar.
8. Dr. K. Geetha, Professor & Scheme Head and Uni. Head, AICRP-Women in Agriculture, UAS, GKVK, Bangalore has to coordinate exhibition with Smt. Kshamapatil, Deputy Director of Horticulture (FPO), Department of Horticulture, Lalbhagh.

• **KEY NOTE ADDRESS AND LEAD PAPERS COMMITTEE:**

Decided to form Key note address and lead papers committee with following persons:

Chairman:	Dr. N. Nagaraja, Former Director of Extension, UAS, Bangalore
Co-Chairman:	Dr. G. Eswarappa, President, ISEE, Karnataka Chapter
Members	Dr. M. Shivamurthy, ICAR-Emeritus Scientist, Dept. of Agril. Extn. UAS, GKVK, Bangalore
	Dr. G. Basavaraj, Deputy Director, Centre of Excellence for FPOs, College of Horticulture, UHS Campus, Bangalore
	Dr. S. Ganesamoorthi, Assoc. Professor, Department of Agricultural Extension, UAS, GKVK, Bangalore
Member Convener	Dr. Y.N. Shivalingaiah, Professor & Head, Department of Agricultural Extension, CoA, UAS, GKVK, Bangalore and Secretary, ISEE, Karnataka Chapter

• **SOVENIR COMMITTEE:**

Decided to form Souvenir committee with following persons:

Chairman:	Dr. M. Shivamurthy, ICAR-Emeritus Scientist, Dept. of Agril. Extn. UAS, GKVK, Bangalore
Co-Chairman:	Dr. K.C. Shashidhar, Special Officer, Iruvakk Campus, UAHS, Shivamoga
	Dr. Shashikumar, S., Professor and Editor, Communication Center, ATIC, Udhyanaigiri, UHS, Navanagar, Bagalkot
	Dr. B.N. Manjunatha, Former Professor and Head, ATIC, UAS, GKVK, Bangalore
Members	Dr. Vinay Kumar, H.M., Assistant Professor of Agril. Extension, Agricultural and Horticultural Research Station, KSNUAHS, Sringeri-577139, Mob: 8867576011, email: vinayhm11@gmail.com
	Dr. R.B. Belli, Associate Director of Extension, AEEC, RARS, CoA, Vijayapura – 586102, email: belli.ravi@gmail.com Mob: 9448418389
	Dr. A. Madhushree, Research Associate, ICAR-Emeritus Scientist Project, Department of Agril. Extension, GKVK, Bengaluru
Member Convener	Dr. Itigi Prabhakar, Assistant Professor and consultant, Center of Excellence for FPOs, UHS Campus, Bengaluru
Roles and Responsibilities	
Corresponding with the concerned agencies and lead speakers and advertisement providers	

- It was decided to print 100 copies of Souvenir (hard copy) and soft copy may be supplied to others. Souvenir include keynote address, messages, lead paper, advertisement and list of committees.

- **Other items discussed list:**


- Also suggested to include successful cases of value addition in the book.
- Identify lead papers, title, whom to be invited and lead paper should cover
 - Role of Linkage with industry players for secondary agriculture
 - Commercialization of agriculture through secondary agriculture
 - Role of seed sector in promoting secondary agriculture
 - Theme paper on G20 on Value addition
- There will be no online presentation, only offline presentation is allowed
- Sufficient time for presentation by the participants
- Get a key note address from Dr. Ashok Dalawai
- Send an appeal letter to the sponsors and attach the brochure.
 - Meet personally with the agencies
 - Get the written confirmation response from sponsors
- Finalise the lead speakers, get the lead papers in a months' time
- Get the message from the chief guests and incorporate in the seminar
- Get the sponsors and their advertisement for incorporation in the souvenir
- Get the abstracts from the ISEE group members by circulating widely
- Decided to accept only the papers that are relevant to themes
- Registration is a must for abstract inclusion, poster presentation and paper presentation
- Assign one student to learn mail merge in outlook
- Best paper presentations - clarity
- Assign each student to collect student and faculty contact information from two agricultural universities & its campuses
 - Send email of the conference brochure and SMS to the faculty and students – in advance and on deadlines
- Contact Numbers & emails of all committee members – update the committee list
- Publicize brochure and website in social media of extension networks
- Annual Review meeting of ICARKVKs shouldn't be coincided with the dates of seminar.
- Printing of registration receipts, KC membership receipts, stall charges receipts to be attended by ISEE (KC)
- Download logos/sponsors
 - UAS Bangalore / ISEE/ IARI / ISEE, KC/ Directorate of Secondary Agriculture, GoK /ICAR-NISA,Ranchi / ICAR / ATARI /Govt. of Karnataka /KSDA /KSDH /NABARD /COEFPOs /Canara bank/etc.
- Addition of G20 logo in the brochure
- Add 60th year in ISEE logo to indicate 60th year of ISEE establishment.
- List of conferences and important highlights
- History of ISEE
- Data base of members, 1st conference to 60th year conference
- Selection of successful start-ups & FPOs– by MANAGE
- Involve them in the conference participation
- Agricultural graduate start-ups < 5%
- Involve people interested in secondary agricultural industry, product, process and venture capitalists involved
- Non-Agriculture people into agriculture – cases

Dr. S.V. Suresha, Hon'ble VC, UAS Bangalore suggested the following ideas to make the seminar grand success.

- Quality of papers should be ensured
- Must be criteria for scrutiny of articles
- Motivate youngsters to participate especially KVK scientists
- Involve the agricultural universities – rope in for funding
- Explore co-sponsors like Ministry of food processing, Directorate of Secondary Agriculture, GOK
- Timely communication to all participants
- Follow up recommendations of the seminar
- Conduct Focused Group Discussion and brainstorming session along with the seminar
- Make ATARI as co-sponsoring agency and highlight its importance
- Share the lead paper links to the state government agencies, private players and secondary agriculture players
- Seek govt. support for promoting value addition and secondary agriculture
- Ensure representation across the country
- Arrange extremely good exhibits in the exhibition
- Depict easily replicable secondary agriculture models

The items indicated in the any other items have to be attended by the concerned subcommittees. All the committees have to convene a meeting with all the members immediately to discuss the roles and responsibilities of the committee and report the action taken to the Chairman, Local Organizing Committee on or before 12.04.2023.

The meeting ended with vote of thanks by Dr. S. Ganesamoorthi, Co-organizing Secretary, ISEE national Seminar.



Dr. Y.N. Shivalingaiah

Organizing Secretary, ISEE National Seminar

ORGANIZING SECRETARY
ISEE NATIONAL SEMINAR 2022-23
UAS, GKVK, BANGALORE