

## About the organizers

### ICAR - Agricultural Technology Application Research Institute

Indian Council of Agricultural Research (ICAR) has established 11 Agricultural Technology Application Research Institutes (ATARI) with a mandate of coordination and monitoring of technology application and front-line extension programmes and strengthening agricultural research and knowledge management through the well-established network of district level Farm Science Centres, popularly known as Krishi Vigyan Kendras. ICAR-ATARI, Bengaluru (Zone XI) is functioning with the regular support and guidance of Agricultural Extension Division of ICAR headed by Deputy Director General (Agricultural Extension) under the overall patronage of Secretary DARE & Director General, ICAR. The ICAR is part of the Department of Agricultural Research & Education (DARE) under the Ministry of Agriculture and Farmers Welfare, Govt. of India.

### Extension Education Society, Coimbatore

**The Extension Education Society** established in 1990, takes up various activities to promote the cause of Extension scientists by providing a platform for extension scientists in the country to meet periodically for discussion, exchange of information, findings and experiences on different aspects of agricultural extension. The Society works as an interface between researchers and the extension professionals. The **Journal of Extension Education (JEE)** is a peer-reviewed journal in the field of extension education published by the **Extension Education Society (EES)** since 1990. It publishes articles representing original work, analytical papers and papers grounded in theory in the field of Extension Education. The Journal is published in both print and online versions and is available at [www.extensioneducation.org](http://www.extensioneducation.org) [1]

### ICAR JSS Krishi Vigyan Kendra, Mysuru

**The KVK** is established by the JSS Mahavidyapeetha in Mysuru in 1994. The NGO-managed ICAR KVK is celebrating its Silver Jubilee this year. Known for its innovative initiatives the KVK has pioneered the 'Seed Village Concept', organizes a very unique annual event, Krishimela, in which over 160 different crops are grown just for the occasion and has been implementing a pilot 'Demand-driven Extension Model' viz., JSS Agri Clinic combining the 'Agri Doctor' and 'Agri Pharmacy' through which over 40,000 farmers are provided with diagnostic services as well as quality agricultural inputs.

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**Links**

[1] <http://www.extensioneducation.org>