



FACULTY DEVELOPMENT PROGRAM  
ON

**Exploring Strategy for doubling farmers' income**

**Date:** 10<sup>th</sup> June 2020

**Resource Person:** Prof. Dr. Kaushik Pradhan  
Agriculture Extension, Uttar Banga Krishi  
Vishwavidyalaya

No. of Participants: 180

Dr. Kaushik Pradhan has Expertise in technology socialization, ICT, Participatory extension, gender mainstreaming, adoption and diffusion, statistical analysis in social research, capacity building, small group dynamics, conflict resolution, innovation system, change theory, and impact analysis. He is Associated with two renowned nationally funded projects NAIP and NISAGNET and two internationally, ACIAR-funded projects. Nine years of academics, research, and extension experiences. Before that worked with different India-based NGOs to implement the foreign funding projects like the Ford Foundation and World Bank.

About:

The session discussed in detail the challenges in doubling the farmer's income, and the role of research in the development of the farming communities through various innovation projects. Transforming invention into innovation using the idea in actuality.

Objective:

- Increase in productivity of crops.
- Increase in production of livestock.
- Improvement in efficiency of input use (cost saving)
- Increase in crop intensity.
- Diversification towards high value crops.
- Improved price realization by farmers.

Outcomes:

The session gave a brief explanation about doubling farmers' incomes and what are some of the challenges faced,

- Extension strategies to cope with the challenges
- Shift in research and extension linkage
- Participatory technology development and transfer
- Technology socialization
- Market-led extension
- Village knowledge hub
- Agri-preneurship.



**PARADIGMSHIFT IN R-E FRAMEWORK**

- ❑ Transforming Invention into Innovation
- ❑ Shifting from
  - ✓ Isolated approach to Holistic system approach
  - ✓ Supply driven to demand driven approach
  - ✓ Individual approach to participatory approach
- ❑ Focusing on integrated agriculture (primary and secondary)
- ❑ Concentrating on agricultural innovation system

Screenshot of FDP

**FACULTY DEVELOPMENT PROGRAMME**

# Exploring Strategy for Doubling farmers' income

*Organised by :*  
**Centurion University of Technology and Management**

**Resource Person**

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centurion university of technology and management  
*Shaping Lives... Empowering Communities...*

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