



NATIONAL SEMINAR ON EXTENSION EDUCATION STRATEGIES FOR DIGITAL AGRICULTURE : EXPERIENCES AND SUSTAINABLE PATHWAYS

20-22 June, 2025

Venue: Odisha University of Agriculture and Technology (OUAT), Bhubaneswar, Odisha



Jointly Organized by

**Odisha University of Agriculture and Technology (OUAT), Bhubaneswar
International Society of Extension Education (INSEE), Nagpur
Orissa Society of Extension Education (OSEE), Bhubaneswar**

In Collaboration with

**ICAR - National Rice Research Institute, Cuttack
ICAR - Indian Institute of Water Management, Bhubaneswar
ICAR - Central Institute of Women in Agriculture, Bhubaneswar
ICAR - Central Institute of Freshwater Aquaculture, Bhubaneswar
Central Horticultural Experiment Station (ICAR-IIHR), Bhubaneswar
ICAR- Central Tuber Crop Research Institution, Bhubaneswar
Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP), Dhaka, Bangladesh
National Institute of Agricultural Extension Management (MANAGE), Hyderabad
Participatory Rural Development Initiatives Society (PRDIS), Hyderabad**

National Seminar on Extension Education Strategies for Digital Agriculture : Experiences and Sustainable Pathways

20-22 June, 2025

The agricultural world is evolving into a digital one. Digital agriculture is the integration of advanced technologies such as Artificial Intelligence (AI), the Internet of Things (IoT), and Big Data into farming practices to revolutionize traditional agricultural methods. At its core, digital agriculture enables smart farming, where precision agriculture technologies are implemented to optimize planting, irrigation, and harvesting processes, thereby increasing efficiency, and minimizing resource wastage. Automation and robotics further enhance modern agriculture by streamlining labour-intensive tasks, while blockchain technology ensures transparency and traceability across the supply chain. These innovations empower farmers with data-driven decision-making tools, predictive analytics for climate resilience, and mobile-based advisory services for real-time guidance. Additionally, digital agriculture strengthens market linkages through e-commerce platforms and blockchain-enabled supply chains.

As the world faces evolving agricultural challenges ranging from climate change and resource constraints to food security and rural development. Indian Agriculture is also undergoing a revolutionary transformation, driven by digital innovation and smart technologies. Transformation through leveraging the digital tools in agriculture not only offers smart solutions that enhance productivity but also optimize resource use and improve resilience against environmental and economic uncertainties. Contract farming, when supported by effective data management, ensure transparency, optimize supply chains, and improve risk management. Real-time data on weather, production, and market trends enable both farmers and buyers to make informed decisions, ensuring fair pricing, quality control, and financial support. Digital technology is helping Indian farmers overcome marketing challenges by providing direct market access, real-time pricing, and reducing reliance on middlemen. Platforms like e-NAM, AgriBazaar, DeHaat etc. enable direct access to markets, allowing farmers to by pass middlemen and secure better prices for their produce. Real-time pricing data, mobile apps, and online logistics platforms provide transparency, reducing exploitation and minimizing post-harvest losses. Furthermore, digital solutions offer financial services, crop insurance, and expert advisory, empowering farmers with the knowledge and resources to improve productivity and build a more sustainable farming ecosystem.

Why Digital Agriculture?

Digital agriculture is pivotal for India's aim to achieve the Vision Viksit Bharat @2047 by transforming traditional farming into a tech-driven, sustainable, and inclusive sector. It addresses critical challenges like low productivity, resource inefficiency, and climate change while empowering farmers with real-time data, precision tools, and market access. By leveraging technologies like AI, IoT, and blockchain, digital agriculture enhances food security, reduces waste, overcomes marketing challenges, and boosts rural incomes, aligning with India's goals of economic growth and environmental sustainability. Embracing digital agriculture ensures a resilient, modernized farming ecosystem, driving India closer to its vision of becoming a global leader in innovation and sustainable development.

What are the Challenges in Present Agricultural Scenario?

Digital agriculture holds great promise but faces significant hurdles, particularly in rural areas. Limited digital literacy prevents many farmers from effectively using technology, while high adoption costs make advanced tools unaffordable for small-scale farmers. Lack of adequate infrastructure and unreliable internet further restrict access. Additionally, data privacy concerns and socio-economic inequalities disproportionately affect marginalized groups, limiting their ability to benefit from digital solutions. Addressing these challenges through more efficient extension education strategies is crucial for ensuring inclusive and widespread adoption of digital agriculture.

Why This National Seminar?

The National Seminar on Extension Education Strategies for Digital Agriculture is designed to bring together leading experts, policymakers, agro-tech entrepreneurs, researchers, scholars, extension professionals, development functionaries and farmers on a common platform. Through engaging discussions, technology showcases, policy recommendations, and collaborative strategies, the seminar will explore how digital innovations can be efficiently utilised to create a sustainable, resilient, and inclusive agricultural ecosystem through the effective extension strategies. This seminar aims to deliver a comprehensive understanding of the latest trends in digital agriculture, offering insights into how technology is revolutionizing the farming sector. It will highlight successful case studies of digital transformation in agriculture, showcasing real-world examples of innovation and efficiency. Additionally, the event will explore practical strategies to bridge the digital divide, ensuring smallholder farmers to access and benefit from these advancements. Key policy and investment needs for scaling up digital agriculture will also be addressed, providing a roadmap for sustainable growth. Finally, the seminar will showcase the pivotal role of Agri-Tech startups in shaping the future of farming, emphasizing their contributions to innovation and resilience in the agricultural landscape.

Who can Participate?

The Scientists/Academicians, Scholars, Extension Professionals, Development Department Personnel, Farmers, Entrepreneurs, IT & AI Professionals, Agri-Startup Entrepreneurs, Business groups, NGOs & FPOs including other stakeholders involved in the field of Agriculture and Allied Sectors can participate in this National Seminar. The participants can submit and present research paper, review paper, concept paper, working paper, policy paper, case studies, and success stories related to the seminar themes.

Themes and Sub-themes:

The paper can be submitted on the following themes and sub-themes:

1. Agricultural Extension Approaches in Digital Adoption

- Digital Extension Services : Bridging the Knowledge Gap for Farmers
- m-Agri and e-Agriculture: Mobile and Online Platforms for Farmer Empowerment
- Role of Social Media and ICT in Agricultural Extension and Knowledge Dissemination
- Data Driven Decision Support System
- Capacity Building for Farmers: Training and Adoption of Agri-Tech Innovations

2. Innovations in Digital Agriculture

- Artificial Intelligence (AI), Internet of Things (IoT), Big Data, and Machine Learning in Smart Farming
- Precision Agriculture: Technologies and Implementation
- Blockchain and Agri-Supply Chains
- Drones, Robotics, and Automation: The Future of Agricultural Mechanization
- Remote Sensing and GIS in Enhancing Crop Monitoring and Climate Resilience

3. Agri-Tech Startups and Entrepreneurship

- Role of Startups in Driving Digital Agricultural Transformation
- Innovative Agri-Tech Business Models and Success Stories
- Challenges and Opportunities for Agri-Tech Entrepreneurs
- Investor Trends in Agri-Tech: Challenges and Opportunities for Startups
- Incubation and Acceleration Programs for Agri-Startups
- Public-Private Partnerships in Agri-Tech: Scaling Sustainable Innovations
- Digital Market places for Farmers: E-Commerce, FPOs, and Direct Selling Platforms

4. Emerging Trends and Future Farming

- Next-Generation Technologies in Smart Agriculture- Climate Smart, Energy Smart, Carbon Smart, Nutri-Smart etc.
- Data Science in Agriculture
- AI and Machine Learning in Agricultural Decision-Making
- Future of Agri-FinTech: Digital Payments and Credit for Farmers
- Case Studies on Successful Digital Agriculture Models
- Data-Driven Policy and Decision-Making

5. Gender-Responsive Digital Agriculture

- Empowerment of Women through Digital Tools and Agricultural Innovations
- Female Leadership in Agri-Tech Innovation
- Inclusive and Gender-Sensitive Digital Solutions
- Capacity-Building Programs for Women Farmers on Digital Literacy

6. Inclusive Digital Transformation in Agriculture

- Bridging the Gap between Innovation, Knowledge, and Sustainability
- Perspectives of Rural Women and Youth in Adopting Digital Tools
- Attracting and Retaining Youth in Agriculture through Digital Inclusion
- Role of Progressive Farmers in Integrating Digital Technologies
- Contribution of Development Departments' Personnel in Facilitating Technology Adoption
- Overcoming Barriers and Enabling Factors for Digital Agriculture Transformation
- Sustainable Pathways for Digital Agriculture in Rural Area

7. Policy, Sustainability and Future Perspectives

- Digital Agriculture and Sustainability: Balancing Productivity with Environmental Conservation
- Agri-FinTech: Digital Lending, Crop Insurance, and Financial Inclusion for Farmers
- Challenges in Scaling Digital Agriculture: Infrastructure, Policy, Adoption Barriers
- The Future of Digital Agriculture: Trends, Innovations, and Policy Interventions
- Policies and Programmes promoting Digital Agriculture: Public and Private Sectors Initiatives

Call for Abstracts/Extended Summaries /Full Papers

Abstracts and extended summaries 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 Seminar. **Abstract not exceeding 300 words typed in MS Word documents with Arial Font & 11 Font Size** and shall be submitted online on conference **e-mail: inseeouat2025@gmail.com** on or before **12th May 2025** and submission of full paper by **5th June 2025**.

Publication

Experts from Plenary speeches, Keynote addresses, invited talks, theme lectures and oral presentations will be published in the peer reviewed, NAAS rated & UGC care listed “International Journal of Extension Education” published by International Society of Extension Education, Nagpur in the special issue.

Guidelines for Poster Presentation

To ensure an effective and engaging poster presentation, please follow these guidelines:

Poster Content

- **Title:** Clearly display the title at the top of the poster. It should be concise and informative.
- **Authors & Affiliations:** Include the names of authors and their respective institutions or organizations.
- **Introduction:** Provide a brief background and objectives of the study or topic.
- **Methods/Approach:** Summarize the methodology or techniques used.
- **Results & Discussion:** Present key findings with supporting visuals such as graphs, charts, or tables.
- **Conclusion & Recommendations:** Highlight the main take aways and possible future implications.
- **References & Acknowledgments:** Cite key sources and acknowledge contributors or funding bodies.

Poster Design

- **Size & Layout:** Follow the prescribed poster size (36"x48" in portrait orientation). Use a structured layout with clear sections.
- **Font & Readability:** Use large, readable fonts (e.g., Title: 85 pt, Headings: 36-48 pt, Text: 24-30 pt).
- **Visuals & Graphics:** Use high-quality images, charts, and infographics to enhance understanding.
- **Colour Scheme:** Choose a professional, visually appealing colour scheme with good contrast.
- **Minimal Text:** Keep text concise; use bullet points and short paragraphs.

IMPORTANT DATES

- ➡ Submission of abstract and extended summary : 12th May 2025
- ➡ Confirmation of acceptance of abstract and extended summary : 20th May 2025
- ➡ Submission of full paper : 5th June 2025
- ➡ Last date for registration : 7th June 2025

Registration

Details for registration and accommodation are available at Conference site: <https://osee.co.in>

Registration Fee

INSEE / OSEE Members: Rs. 4000 (\$ 50)
Non-members: Rs. 5000 (\$ 65)
Students: Rs. 2000 (\$ 25)
Retd. Extn. Faculty Members: Rs. 2000

Account Details

Bank Details:

Name : National Seminar 2025, OSEE, Bhubaneswar-3

Account No. 43967311214

IFSC - SBIN0003341

Bank - SBI, OUAT Campus Branch, Bhubaneswar-751003

Students should carry valid ID cards as proof. Payment details and Registration forms are also available on the Conference website under the Online Registration tab.

Awards

The best paper presentations (Oral & Poster) during the Conference will be recognized with awards. The number of awards including Lifetime Achievement Award, 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.

INSEE Life-Time Achievement Award

This activity of INSEE is in line with the objectives of the Society. This award is presented to a Senior extension professionals who has contributed significantly in 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 a 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 become light and should set an example for others to follow. It is a felicitation of devoted and dedicated person in the field of Extension Education. This award is presented on the occasion of Conference/Seminar organized by INSEE. The nature of award is Citation, Memento and Bouquet.

Nomination for Lifetime Achievement awards in the area of Agricultural Extension Education are shortlisted, scrutinized and finalized on above criteria by a committee formulated for this purpose under the Chairmanship of Dr. K. Narayana Gowda, Extension Specialist and Former Vice Chancellor U.A.S., Bangalore and President, INSEE.

INSEE Young Extension Professional Award

Applications are invited for awarding Young Extension Professional Award to be given during the above National Seminar. 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 minimum of 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 under the Chairmanship of Dr. K. Narayana Gowda, Extension Specialist and Former Vice Chancellor U.A.S., Bangalore and President, INSEE. This award is given on the occasion of National Conference organized by INSEE.

INSEE Young Innovative Farmer Award

This Award has been sponsored by Late Dr. R. Dwarakinath Former Vice-Chancellor U.A.S. Bangalore, former FAO Expert and Ex. Founder President of INSEE. This is to recognize contribution of innovative farmers for initiatives in development, dissemination of farm technologies and adoption of improved technology and practices for 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. The nature of award is Citation, Memento and Bouquet.

INSEE Young Innovative Women Farmer Award

This Award has been sponsored by Professor Dr. Rajguru, an Eminent Extension Scientist of Orissa University of Agriculture and Technology, (OUAT) Bhubaneswar. This is to recognize contribution of innovative woman farmers for initiatives in development, dissemination of farm technologies and adoption of improved technology and practices for 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 Conference organized by INSEE. The nature of award is Citation, Memento and Bouquet.



About the Organizers

Odisha University of Agriculture & Technology (OUAT), Bhubaneswar

An Indo-American team (1955) led by Dr. K.R. Damle recommended adopting the U.S. Land Grant College model to integrate education, research, and extension. This led to a 1956 collaboration with the University of Missouri to support Odisha's Agriculture and Veterinary Colleges. In 1961, President Elmer Ellis of the University of Missouri visited Odisha, leading to the enactment of the OUAT Act, 1961. OUAT was inaugurated on August 24, 1962. The OUAT Act, 1965, later replaced the original legislation, and the university expanded, adding colleges in Basic Science and Humanities (1964), Agricultural Engineering (1966), Agriculture (Chiplima, 1981; Bhawanipatna, 2009), Horticulture (Chiplima, 2008), Community Science (1981), Fisheries (Rangeilunda, 1981), and Forestry (1986). OUAT comprises ten constituent colleges along with a Centre for Post Graduate Studies, offering a wide range of undergraduate, master's, and doctoral programs in disciplines such as Agriculture, Veterinary Science & Animal Husbandry, Agricultural Engineering & Technology, Horticulture, Fishery Science, Forestry, Community Science, and Basic Sciences. The university conducts extensive field research and extension activities across all ten agro-climatic zones of Odisha through eight Regional Research and Technology Transfer Stations (RRTTS), four Regional Research and Technology Transfer Sub-Stations (RRTTSS), 52 All India Coordinated Research Projects (AICRP), and 31 Krishi Vigyan Kendras (KVKs) strategically located across the state. Ten Agro Polytechnic Colleges located at ten districts of the state also provide diploma courses in the field of Agriculture, Horticulture, Veterinary science and Fisheries.

International Society of Extension Education (INSEE), Nagpur

INSEE was established in 1993 by visionary Extensionist Dr. R. R. Sinha, Director Extension Education, Dr. PDKV, Akola with the aim of promoting the 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.

Orissa Society of Extension Education (OSEE), Bhubaneswar

The Orissa Society of Extension Education (OSEE), established in 1996, is dedicated to fostering human resource development, facilitating rural training, and advancing research in extension management. The society plays a vital role in formulating, implementing, monitoring, and evaluating rural development projects, while offering consultancy and advisory services to relevant agencies. OSEE publishes the Journal of Extension Education, a biannual, peer-reviewed publication that highlights research on farmer adoption, field trials, innovation responses, and extension strategies. The journal serves as a valuable resource for academics, policymakers, and practitioners, promoting theoretical insights, policy advancements, and best practices in agricultural education and extension.

National Institute of Agricultural Extension Management (MANAGE), Hyderabad

Established in 1987, National Institute of Agricultural Extension Management (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.

Indian Council of Agricultural Research (ICAR), New Delhi

The Indian Council of Agricultural Research (ICAR) is an autonomous organisation under the Department of Agricultural Research and Education (DARE), Ministry of Agriculture and Farmers Welfare, Government of India. Formerly known as Imperial Council of Agricultural Research, it was established on 16 July 1929 as a registered society under the Societies Registration Act, 1860 in pursuance of the report of the Royal Commission on Agriculture. The ICAR has its headquarters at New Delhi. The Council is the apex body for co-ordinating, guiding and managing research and education in agriculture including horticulture, fisheries and animal sciences in the entire country. With 113 ICAR institutes and 74 agricultural universities spread across the country this is one of the largest national agricultural systems in the world. The ICAR has played a pioneering role in ushering Green Revolution and subsequent developments in agriculture in India through its research and technology development that has enabled the country to increase the production of food grains by 6.21 times, horticultural crops by 11.53 times, fish by 21.61 times, milk by 13.01 times and eggs by 70.74 times since 1950-51 to 2021-22, thus making a visible impact on the national food and nutritional security. It has played a major role in promoting excellence in higher education in agriculture.

Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP), Dhaka, Bangladesh

Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP) is a Bangladesh-based intergovernmental organization involved in rural development and poverty alleviation. It was established on 6 July 1979 at the initiative of the countries of the Asia-Pacific region and the Food and Agriculture Organization (FAO) of the United Nations with support from several other UN bodies and donors. The member countries of the Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP) are: Afghanistan, Bangladesh, Fiji, India, Indonesia, Iran, Lao PDR, Malaysia, Myanmar, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam.

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 and Livelihoods, Agri-business, Rural development and Natural Resource Management, Entrepreneurship Skill Development, and Monitoring, Evaluation & Studies. It has strong linkages with National and International Organizations and operates globally. PRDIS received Presidential award and FICCI award for promoting Sustainable Agriculture and improving farmers' income & livelihoods.

Seminar Venue

The Conference will be held at Odisha University of Agriculture & Technology (OUAT), Bhubaneswar, Odisha, India.

About Bhubaneswar

Bhubaneswar, the capital of Odisha, India, is a city rich in history, culture, and modern development. Known as the "Temple City of India," Bhubaneswar is famous for its ancient temples, including the Lingaraj Temple, Mukteswar Temple, and Rajarani Temple, showcasing stunning Kalinga architecture. Beyond its religious significance, Bhubaneswar is a thriving educational and IT hub, home to institutions like IIT Bhubaneswar, AIIMS Bhubaneswar, and Utkal University. It is also part of India's first smart city initiative, with well-planned infrastructure and growing technological advancements. The city blends tradition with modernity, offering attractions like Ekamra Kanan Botanical Gardens, Nandankanan Zoological Park, Odisha State Museum, and Dhauhi Peace Pagoda. It also serves as a gateway to the Golden Triangle of Odisha (Bhubaneswar, Puri, and Konark). With a rich cultural heritage, vibrant local markets, and delicious Odia cuisine, Bhubaneswar is a city that beautifully balances the old and the new, making it a significant destination in eastern India.

Accommodation and Transport

Accommodation will be arranged on payment in Guest Houses on first- come, first-served basis, upon registration by the participants. Please check the conference website for details. Tariff details of Hotels will be updated on the website.

Contact for Accommodation & Transportation

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