



**TWENTY-SECOND ANNUAL REPORT OF  
CENTRE FOR ADVANCED FACULTY TRAINING  
IN HOME SCIENCE**

**(APRIL 2016 – MARCH 2017)**



*Submitted by*

**Dr. K. UMA MAHESWARI  
DIRECTOR CAFT - HOME SCIENCE**

**POST GRADUATE & RESEARCH CENTRE  
COLLEGE OF HOME SCIENCE  
PROFESSOR JAYASHANKAR TELANGANA STATE  
AGRICULTURAL UNIVERSITY  
RAJENDRANAGAR: HYDERABAD – 500 030**



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**TWENTY-SECOND ANNUAL REPORT OF  
CENTRE OF ADVANCED FACULTY TRAINING  
FOR THE YEAR 2016-2017**

1. Project Title : Centre of Advanced Faculty Training.
2. Sanction No. : Proc. No. 37735/H.Sc/A1/94,  
Date: 22-9-95 of APAU
3. Report Period : April 2016 – March 2017.  
Report No. : XXII
4. Date of Start : 02-11-1995
5. A) Name of Institute/Station : Professor Jayashankar Telangana State Agricultural  
University Rajendranagar, Hyderabad  
B) Division/Department/  
Section : Centre of Advanced Faculty Training  
Post Graduate & Research Centre,  
College of Home Science,  
Rajendranagar, Hyderabad – 500 030
6. Technical Programme  
a) Technical Programme as approved for the scheme: Appendix – I  
b) Technical Programme for the next plan period: Submitted for Approval in the year  
2017-18 (Appendix II)
7. Technical Personnel employed (list of vacancies, if any)

Sanctioned Posts by ICAR: Post particulars <b><u>Contractorial Personal</u></b>	Posts filled	Posts to be filled
1. Computer operator	ONE	--
2. AVA Operator/ Technical Assistant	ONE	--

**Technical staff employed:**

Name of the post	Date of Joining	Date of leaving
Computer Operator @ Rs 10,067/- consolidated	1.09.2016	31.03.2017
AV Operator/ Technical Assistant @Rs 7,615/- Consolidated -	1.09.2016	31.03.2017
Research Associate* @ Rs.15,000/- Consolidated	01.08.2016	30.10.2016

**8. Total outlay : ( 1, 48,146,981.70) (1, 48,915,039,70)**

- Rs. 4, 56,219-20 (1995-1996)
- Rs 9, 61,192-20 (1996-1997)
- Rs. 12, 01,649-20 (1997-1998)
- Rs. 9, 10,103-40 (1998-1999)
- Rs. 4, 86,691-75 (1999-2000)
- Rs. 7, 03,771-30 (2000-2001)
- Rs. 5, 28,023-90 (2001-2002)
- Rs. 5, 14,463-75 (2002-2003)
- Rs. 6, 32,489-00 (2003-2004)
- Rs. 4, 75,996-00 (2004-2005)
- Rs. 6, 45,016-00 (2005-2006)
- Rs. 6, 79,644-00 (2006-2007)
- Rs. 5, 06,987-00 (2007-2008)
- Rs. 7, 77,737-00 (2008-2009)
- Rs. 4, 33,989-00 (2009-2010)
- Rs. 5, 26,084-00 (2010-2011)
- Rs. 10, 27,806-00 (2011-2012)
- Rs. 9, 44,662-00 (2012-2013)
- Rs. 9, 57,426-00 (2013-2014)
- Rs. 13, 59,824-00(2014-2015)
- Rs. 8, 49,234-00 (2015-2016)
- Rs. 7, 68, 058-00 (2016-2017)

**Budget & Expenditure particulars for 2016-17:**

Sl. No	Particulars	Budget in Rs	Expenditure in Rs	Balance in Rs
1	Training programme	3,75,000-00	3,68,058-00	6,942.00
3	TA/DA	50,000-00	0	50,000.00*
5	Recurring Contingencies	4,00,000-00	4,00,150-00	-150.00
<b>Total</b>		<b>8,25,000-00</b>	<b>7,68,208-00</b>	<b>56,792.00</b>

\* This amount was not utilized in anticipation of the ICAR workshops for CAFT Directors are organized in the month of February and March

9. Total amount spent in previous year (2015-16): Rs: 8,49,234.00

10. Total amount sanctioned/spent during the year under report

a) Sanctioned : Rs. 8, 25,000-00  
b) Spent : Rs. 7,68,208,-00  
c) Account Balance : Rs. 56,742-00

11. Total No. of months : 12 Months (From April 2016 –March2017)

12. Summary : Enclosed.

Signature :

Name : Dr.K.UMA MAHESWARI.  
Designation: DIRECTOR  
CAFT- H.Sc, PGRC, PJTSAU,

Hyderabad.

**WORK PLAN PROPOSED BY THE CENTRE OF ADVANCED FACULTY  
TRAINING – HOME SCIENCE AND ACTION TAKEN REPORT  
FOR THE YEAR 2016 – 17**

**Post Graduate & Research Centre, College of Home Science**

**Rajendranagar, Hyderabad - 500 030**

**I. OBJECTIVES**

- To serve as a national resource and training center for faculty in the field of Home Science.
- To update the curriculum and courses of Home Science to strengthen teaching and evaluation at UG and PG level.
- To support the government in training personnel.
- To disseminate Home Science information to personnel of different sectors.

**II. OUTPUTS/PROGRAMMES TO BE IMPLEMENTED DURING THE YEAR 2016-17**

**Objective 1**

- To serve as a national resource and training center for faculty in the field of Home Science in State Agricultural Universities.
- **Action Plan**

**A. Short courses**

CAFT - H.Sc organized **21 days Training programme** on the title “New Media for Development Communication: Measuring Tools and Techniques”, from 16<sup>th</sup> September to 6<sup>th</sup> October 2016 (**Reported in Page No: 19**)

**B. Interaction meeting for improving faculty competency in Home Science.**

One day interaction meeting on “**Future actions in research and extension**” was organized under CAFT-Home Science on 17/03/2017 at Central Library, PJTSAU, Hyderabad. (**Reported in Page No: 41**)

**C. Allocation of seats under UG and PG programmes.**

Provision of seats is there in B.Sc (Hons) Community Science and M.Sc and PhD in Home Science. In M.Sc and PhD in Home Science the seats are allocated to outside state candidates and local candidates through a common test conducted by ICAR/PJTSAU. (**Reported in Page No: 50**)

## **D. Research.**

- i. Faculty Research (**Reported in Page No: 50**)
- ii. Student Research(**Reported in Page No: 57**)

### **Objective 2**

To update the curriculum and course of home science and strengthen teaching and evaluation, at UG and PG level. (**Reported in Page No: 59**)

### **Action Plan**

The V Deans committee recommended 4 year degree program with 3+1 option is being implemented to student's from the academic year 2016-17 with a change of nomenclature as community science.

Parallely the IV Dean's Committee recommended '4' years degree program i.e. B.Sc. (Hons), Home Science with 2+2 option, B.Sc (Hons) Food Science and Nutrition and B.Sc (Hons) Fashion Technology are continuing with II, III and IV year students. (**Reported in Page No: 59**)

One day brain storming workshop on 'V Deans Committee (FDC) Recommendations of U G Degree programmes under the Department of Foods and Nutrition' was held at College of Home Science, Hyderabad on 15<sup>th</sup> July 2016. During the workshop discussions were held on issues such as introduction of B.Sc (Hons.) Community Science, division of staff of department of Foods & Nutrition in to two departments as per the FDC recommendations and starting of 2nd degree programme i.e. B.Sc (Hons) Food Nutrition. (**Reported in Page No: 47**)

PG degree course content and new guidelines were evolved and being implemented by all the departments with the formation of new university that is Professor Jayashankar Telengana State Agriculture University, after bifurcation of the state of Andhra Pradesh.

### **Objective 3**

To support the Government in training personnel and in implementation and evaluation of Home Science programmes (**Reported in Page No: 65**)

### **Action Plan**

Assessing and developing the training needs of the line departments (Women's Development & Child Welfare; Social & Tribal Welfare, Panchayat Raj & Rural Development, Department of School and higher education, Department of Food & Civil supplies, Consumer Affairs, Commissionerate of Food and Agriculture) through meetings and group discussions.

Awareness creation of Home Science information through mass media (TV, Radio and Press). In addition faculty extends support to UNICEF, BARC and SERP in the developmental activities.

#### **Objective 4**

To disseminate Home Science information to personnel of different sectors.

#### **Action Plan**

Two half yearly news letters were released on Teaching, Research and Extension activities of the faculty and special activities organized at College of Home Science in their specialized areas and shared with all the line departments and SAU's. **(Reported in Page No -77)**

CAFT-H.Sc Web page was regularly updated from time to time to disseminate new and arising events and outcome of the training events.

### **III. EXPECTED OUTCOME BY THE END OF THE PLAN PERIOD**

- ❖ To provide common resource material for teaching and evaluation of Home Science programmes at PG level.
- ❖ To facilitate faculty improvement in terms of teaching, research and extension
- ❖ To strengthen Under-graduate & Post Graduate Education and Research in all disciplines of Home Science in other State Agricultural Universities.
- ❖ To Build linkages with Government and NGO's & International organizations for strengthening Home Science Education



**ACTIVITIES CARRIED OUT UNDER THE  
CENTRE FOR ADVANCED FACULTY TRAINING – HOME SCIENCE  
From April 2016 to March 2017**

**INFRASTRUCTURE FACILITIES**

**I. Staff Recruitment**

Engaged two contractual personal and contract basis under the ICAR vide F.No.Ag.Edn. 1/16/2016CAS/HRD dated: 10-08-2016 of the ICAR and Proc.No.763/Ser.T/A2/2015 dated 17-09-2016.

Name of the post	Date of Joining	Date of leaving
Computer Operator @ Rs 10,067/- consolidated	1.09.2016	31.03.2017
AV Operator @Rs 7,615/- Consolidated	1.09.2016	31.03.2016
Research Associate* @ Rs.15,000/-	1.08.2016	30.10.2016

\* Employed to assist the Director CAFT H.Sc. to create documents for dissemination of CAFT information and for developing CAFT – H.Sc News letter, Web portal and to help in smooth conduct of the training program.

**II. Civil Works:**

The CAFT – H.Sc center already has the following facilities.

- Seminar hall/Lecture hall
- Conference room
  
- Computer room
- Library room
- Office room
- Class rooms
- Store room
- Equipment room/Laboratory
- Museum Hall
- Educational Technology Cell (ETC)

### III. Books Purchased:

Sl.No.	BOOK TITLE	QUANTITY
1	Child and adolescent development an integrated approach	1
2	Introduction to computer	2
3	Textbook on Rural Development, Entrepreneurship and Communication Skills	1
4	Bakery science and cereal technology (HB)	1
5	Spices and condiments origin history and applications	1
6	Tropical fruit processing	1
7	Emerging technologies for food processing	1
8	Innovations in food processing	1
9	Natural antioxidants and Phyto-chemicals in plant foods	1
10	Principles of food science & human nutrition(Teaching manual)	1
11	A handbook on food packaging	1
12	Mycotoxins in fruits and vegetables	1
13	Non Conventional Textiles	1
14	Chemical Principles of Textile Conservation	1
15	Unfolding Contemporary Indian Textiles	1
16	Textile Motifs of India	1
17	Basics Architecture Representational Techniques	1
18	The Guide to Period Styles for Interiors	1
19	Home Textiles (HB)	1
20	Basics Fashion Design A Practical Guide to Sustain	1
21	Synthesis and Fabrication of Nanomaterials	1
22	Advanced Nanomaterials Synthesis and Applications	1
23	Basics Fashion Design Textiles and Fashion	1
24	Clothing & Textiles: A Practical Aspect	1
25	Energy Challengers Of 21 <sup>st</sup> Century Bio – Fuel A Solution/ Singh Sri Prakash And Tiwari S K	1
26	Social Marketing In The 21 <sup>st</sup> Century / Alan R Andreanan	1
27	Green Building Materials: A Guide To Product Selection And Specifications / Ross Spiegel With Mark Piepkorn	1
28	Management In Family Living 4 <sup>th</sup> Edition Paula Nickel And Dorsey	1
29	Environmental Design: An Introduction For Architects And Engineers / Randall Thomas	1
30	Furniture Design 2 <sup>nd</sup> Edition / Jim Postel	1

## IV. ACADEMIC ACTIVITIES

### ***OBJECTIVE I***

#### **A. Short course (21 days training programme)**

To serve as a National resource and training centre for faculty in the discipline of Home Science by conducting summer institutes, short courses and training programmes.

The Centre of Advanced Faculty Training in Home Science, Professor Jayashankar Telangana State Agricultural University, Hyderabad, has been functioning as a resource and training centre for the Home Science for State Agricultural Universities since 2010 after serving as resource center in Nutrition for 15 years i.e. from 1995-2010. Organizing advanced training programmes (21 days duration) is one of the four major objectives of this centre. Up to 2015 it organized 29 training programmes. During the reporting year i.e., 2016-17, 29<sup>th</sup> training programme was conducted on “New Media for Development Communication: Measuring Tools and Techniques” from 16<sup>th</sup> September to 6<sup>th</sup> October, 2016, with Course Director Dr. P.Amala Kumari, Professor and Course Co-Directors Dr. R.Neela Rani, Associate Professor and Ms.S.L.Kameswari, Assistant Professor. For the training programme report was submitted to ICAR. However a brief report of the training programmes is furnished here under .

**CENTER FOR ADVANCED FACULTY TRAINING IN HOME SCIENCE XXIX  
TRAINING PROGRAMME ON  
“New Media for Development Communication: Measuring Tools and Techniques”  
From 16<sup>th</sup> September to 6<sup>th</sup> October 2016**



***Organized By***

***Dr. K. Uma Maheswari***  
***Director - CAFT H.Sc***

***Dr. P. Amala Kumari***  
***Course Director***

***Co – Directors***

***Dr. R. Neela Rani***  
***Associate Professor***

***Ms. S. L. Kameswari***  
***Assistant Professor***



***Center of Advanced Faculty Training in Home Science***  
***Professor Jayashankar Telangana State Agricultural University***  
***Post Graduate & Research Center, Rajendranagar, Hyderabad 500 030, Telangana State***

## ***ACKNOWLEDGEMENT***

The CAFT Director, Course Director and Course Co-Directors gratefully acknowledge the financial support provided by the Indian Council for Agricultural Research (ICAR) for conducting the 21 days training programme entitled “New Media for Development Communication: Measuring Tools and Techniques” held from 16<sup>th</sup> September to 6<sup>th</sup> October 2016, under center for Advanced Faculty Training in Home Science. Our special thanks to Dr.V. Praveen Rao, Vice-Chancellor, and Professor Jayashankar Telangana State Agriculture University encouragement and guidance to conduct CAFT-H.sc activities under the Faculty of Home Science. We express our sincere thanks to Dr. A. Mrunalini, Associate Dean and In charge of Dean of Home Science for the total support. We also thank all the Heads of all the Departments of Home Science at College of Home science, Hyderabad for their valuable contributions. We express our sincere thanks to Keynote speaker of the Inaugural session Dr. Kanchan K. Mallik, Associate Professor and Faculty Fellow, UNESCO Chair on Community Radio, Hyderabad Central University and Chief Guest of valedictory function Sri. Udayshankar, Programme Head, All India Radio, Hyderabad. Our thanks are to all the Vice Chancellor who nominated their staff to attend the programme.

We deeply acknowledge the presence and guidance of Dr. F.L Sharma, Professor and Head, Dept. of Extension Education, Rajasthan College of Agriculture, Udaipur, Rajasthan, who is nominated by ICAR as an expert member for monitoring and evaluation of the Programme. With immense gratitude, we place our regards to all the guest speakers who spared valuable time for sharing their experiences with the participants. Special thanks to Managing Director, Eenaadu School of Journalism, Hyderabad and Director, Sangam Radio, Zaheerabad, for allowing the participants to visit their esteemed organizations.

We thank the Director, NAARM for providing boarding and accommodation facility for participants. We thank the providing boarding and accommodation facility for participants. We thank the non teaching staff to CAFT-H.Sc and College of Home Science for the support and help rendered all through the training period.

Dr. P. Amala Kumari

Course Director

Dr. K. Uma Maheswari

Director, CAFT-H.Sc.

## **REPORT CONTENT**

- 1) Executive summary
- 2) About CAFT –Home Science Training Programme -2016-17
- 3) List of Participants
- 4) Organizing Committee
- 5) Resource persons
- 6) Schedule of the Event
- 7) Day to Day report of training
- 8) Evaluation Schedules
- 9) Project developed by the participants
- 10) Lecture notes and power point presentations

## EXECUTIVE SUMMARY

By

**Dr. P. Amala Kumari**

**Course Director**

Development communication refers to the use of communication to facilitate social development. Social development is about putting people at the centre of development. This means a commitment that development processes need to benefit people, particularly but not only the poor, but also a recognition that people, and the way they interact in groups and society, and the norms that facilitates such interaction. Social development is also about improving the wellbeing of every individual in society so they can reach their full potential. The success of society is linked to the well-being of each and every citizen.

Development communication engages stakeholders and policy makers, establishes conducive environments, assesses risks and opportunities and promotes information exchanges to bring about positive social change via sustainable development. Development communication techniques include information dissemination and education, behavior change, social marketing, social mobilization, media advocacy, communication for social change and community participation.

The current points of view in development communication to enable the peoples' participation are broadcasting VS narrowcasting, globalization vs. glocalisation, communications VS communication, everyday vs. professional communication, practical vs. theoretical knowledge, beyond behavior change and research orientation. Government's "Digital India" project launched on 1 July 2015 envisions empowering citizens with e-access to government services and livelihood related services, among others. The project has three core components, viz. digital infrastructure, digital services and digital literacy.

WHO says that it is those who write or produce programmes on issues related to development are called development communicators. The teachers, scientists and extension specialists in State Agricultural Universities are development communicators in varied fields of agriculture and allied sectors and they should be self-reliant in application of development communication.

The challenges in front of us are to provide details of information with regard to location specific crop production technology, economics of crop, livestock and fish farming, authorized Sources of timely availability of standard quality inputs, farm equipment, sprinklers, drippers, among others, along with costs, post-harvest management technology, commodity prices, weather, measures to minimize impact of drought and climate change etc., to all categories of stakeholders.

**The environment** and its relation to sustainable agricultural development and food **production** present an enormous challenge. A prime consideration is the proper use and conservation of natural resources. **Population growth** is exerting pressure on natural resources, on food production and on the ability of governments to provide basic services and employment opportunities. Population growth depends on choices made by individuals. Malnutrition is both a cause and a consequence of underdevelopment. Recent decades have

seen consistent reductions in the daily per caput supply of calories in many countries.

**Women in development** are another priority issue. In many countries, women shoulder most of the work in rural areas. Given the opportunity, women have shown themselves again and again to be highly responsive and responsible when helped to mobilize themselves, build upon available resources and produce sustainable results. Women need to learn additional technical and organizational skills and more women are needed at the centre of decision-making. Specific challenges where communication is vital include helping women's groups to increase their self determination and to broaden the dialogue between the sexes regarding rights, privileges and responsibilities.

Digitalization has connected the world one to another. To what extent it is in utilisation is a question and to maximize the utilizations is a challenge. There is technology available now to combat semantic, demographic and geographic barriers. There are technologies with the researchers to encounter a problem. What else is needed now?

This is an hour of convergence- technology convergence, media convergence, strategy convergence, which leads to:

**Integrated production:** This would ideally foster a more efficient production that would use every medium strengthens to offer the most useful information in each of them at the right moment.

**Multiskilled professionals:** The ideal multiskilled professionals would be able to produce persuasive media products.

**Multiplatform delivery:** The maturity of the internet and mobile communications, as well as the data-enabled digital television systems, has broadened the range of options for the citizens to access the news.

**Active audience:** Qualitative changes in the audience habits and attitudes namely fragmentation, specialization and active participation and customization of content and, ease the production of news that is highly targeted to specific niche audiences.

With this background, this training programme entitled “New media for development communication- measuring tools and techniques was proposed as a 21 day training programme with the following objectives and got sanctioned.

- To sensitize the participants towards need for application of new media in development communication.
- To expose to various new media and impact measuring tools and techniques
- To provide hands-on-experience in using new media measuring tools and techniques.

All the agriculture universities Vice-Chancellors, Deans of Home science and Directors of Extension, training coordinators of at least 40 KVKs were sent the training brochure and nomination form by post for deputation of at least two eligible faculty members for the training. Initially there was a lot of response from faculty members from all over India and they also sent advanced copy of the nomination form. University officials were further



contacted by email and telephone for deputation of staff. As many as 27 applied for the programme, out of which 20 were finally reported. They were from 9 Universities (ANGRAU-2, TNAU-1, Veterinary university -2, Animal Fishery Science, Maharashtra-1, Birsa Agricultural University, Jharkhand-1, Vasantnao Naik Marathwada Krishi Vidyapeeth, Parbhani-1, SDA University, S.K.Nagar, Gujarat-1, Junagadh Agricultural University, Amreli, Gujarat-1 and PJTSAU-10) from 6 states (Gujarath, Tamilnadu, Maharashtra, Jharkand and two telugu states A.P. and Telanagana). Fifteen female and 5 male participants are from three faculties- 10 H.Sc., 5 Agril 4 Veterinary, 1 Agril.Eng. This interdisciplinary composition made the training programme to have versatile speakers of varied specialisation.

The focus of the training programme was on two major issues- 1. New media for development communication. 2. Measuring metrics of the new media products to analyse the performance. Focusing these two issues, entire programme is divided into five broader areas, viz., Development communication- An over view, New media technologies and Development communication, Development communication - Research perspectives, Media in development communication and New media interventions and measuring tools and techniques.

Topics and relevant speakers are identified for delivery of information, keeping in view the Sustainable Development Goals to be achieved by 2030 through a holistic approach. A total of 76 sessions were scheduled, out of which 31 (46 hours) were theoretical and 45 (68 hours) were practical. Among practical orientated sessions 36 hours are devoted for workshop to have hands on experience. Speakers are invited from national institutions like C-DAC, NIN, IIPH, IIFHW, NAARM, DRR, IFFCO, HCU, AIR, JNTU, MSSRF, PIB and reputed TV channels like ETV,

MANA TV etc. and Software development agencies. Two field visits- one to Eenaadu School of Journalism for technology convergence and UNESCO assisted Sangham Community Radio Station in Medak district were arranged.

The programme was inaugurated by the welcome address by Dr.K.Uma Maheswari the Director-CAFT-HSc, PJTSAU, Hyderabad. She gave a brief introduction about the CAFT-H Sc, PJTSAU, and Hyderabad. The Chief Guest of the function, Dr. V. Praveen Rao, Hon'ble Vice Chancellor, PJTSAU directed the participants to integrate agriculture literacy in digital media, to enlighten towards agricultural knowledge from the school education level. The key note address was delivered by Dr. Kanchan K. Mallik, Associate Professor and Faculty Fellow, UNESCO Chair on Community Media, University of Hyderabad, The guest of honour in her key note address stressed on the convergence of technology and information for overall development. Dr. A. Mrunalini, Associate Dean and Dean Home

Science i/c, College of Home Science as special guest motivated the participants to involve keenly in the training programme. Dr.S.L.Kameswari, course Co-Director proposed vote of thanks.

The over view of development communication in India, Government initiatives to achieve, the theoretical concept to ascertain people's participation was provided by eminent speakers viz., Smt. B. Vijayalakshmi, Principal Technical Officer of prestigious In Dg Project of C-DAC, Dr. A. Maryswarnalatha, Professor and University Head, Dept. of HECM, PJTSAU. The expectations of FAO, WHO and UNICEF were enlightened by Dr. Snehalatha, Development consultant, with special references to SDGs.

The new media interventions of respective institutions to reach the unreached like IHHW, NIN and IPH in the field of human health and development were shared by Dr. V. Uma Devi, Dr. G. Subbarao, and Dr. Suresh Munuswamy who possessed enormous experience in planning, execution, monitoring and evaluation. Dr. Nancy Anabel, Director, Dr. Praveen, Senior Programme Manager and Ms. Sunitha, Content Manger the core faculty of MSSRF, Digital Green and IFFCO respectively enlightened the participants by presenting the success of interactive portals, videos, mobile information services and apps in sustaining the livelihood activities of farmers and farm families.

Participants were exposed to new media interventions, devices, tools, policies, programmes and ethical issues in print, radio, telecommunication, mobile and television media for Dissemination of development communication messages. Dr. P.J. Sudhakar, Additional Director General, PIB; Dr. G. Nageswara Rao, Principal Eenaadu School of Journalism, Sri. Sailesh Reddy, CEO, Mana TV; Sri. M. Ravishankar, Addl. General Manager, BSNL; R. Ravi Kumar, Head, Corporate Communication, KSK Energy Ventures Ltd and Sri. Chalapati Rao, Broad Casting Engineering, AIR were the speakers.

With regard to new media products and their metrics, the participants interacted with Web portal and blog developers, Social media designers, SMS promoters, Media advertiser, Statisticians, Professional photographers etc., who at length explained the processes and demonstrated the metrics for measurement of impact. Since content management is one of the major issues of concern in any new media product, Dr. Bharath Sontaki, Principal Scientist, Extension Systems, NAARM and Dr. Shaik Meera, Principal Scientist, DRR were invited, who gave special focus to research issues in new media. As mandatory, pedagogy training sessions were organized for two days, inviting the team of experts form ESM Division, NAARM, who included Dr. P. Ramesh, Dr. S. Senthil Vinayagam , Dr GRK Murthy and Dr.

D. Thammi Raju Principal Scientists.

Visit to Eenaadu School of Journalism to witness the media and content convergence for development communication and visit of Sangam Community Radio, Deccan Development Society, which is replica of participatory development communication model, created interest, enhanced the confidence and motivated to take the role of development communicator in the era of digitalization.

Each participant is expected to apply the theoretical knowledge and skills acquainted through practical sessions to ascertain hands-on-experience and carry a new media product back to home to continue in future. For that purpose blog is provided to every one of them with a subdomain of with 500mb space, in the already existing blog of the Dept. of HECM [www.hecm.in](http://www.hecm.in). They were also given face book account to practice social media promotion and dashboard user ID and pass word to check their metrics. The participants though worked for their blogs during and after each practical session, but were vigorous during workshop conducted from 3" to 5", as part of the training programme. Based on the need, the relevant experts were once again invited during the workshop. Timely support was extended by Sri. Vinith Babu and Sri. B. David Raju, by being attending to all the queries of the participants.

Competition is created among participants by announcing prize to the best blog development and promotion, metrics and content relevancy to SDGs. All the 20 participants actively developed blogs, enriched with content, videos, images and photographs and duly promoted to achieve metrics. Six best blogs were awarded for excellent development and promotion, outstanding analytics and multiple sustainable development goals. Dr. M. Ram Prasad, Assistant Professor, Dept. of Soil Science and Dr. Lakshmi Kuchibhotla, Assistant Professor, Dept. of Foods and Nutrition achieved for project development and promotion; for outstanding metrics Ms. S. Sirisha, dept. of Apparel & Textiles and Dr. Bhawana Asani, Assistant Professor, Dept. of Family Resource Management and for incorporating multiple SDGs Dr. V. Uma, Assistant Professor, Dept. of Veterinary and animal Husbandry Extension Education and Dr. Y. Sivalakshmi, Assistant Professor, Dept. of Agronomy were given a digital certificate and an independent domain to continue the activities. Their URLs are as follows. Ramprasad [www.agriinfotech.in](http://www.agriinfotech.in), Uma- [www.veterinaryextension.com](http://www.veterinaryextension.com), Sivalakshmi- [www.organicinfo.in](http://www.organicinfo.in), Sirisha- [www.aptx.in](http://www.aptx.in), Lakshmi- [www.nutriinfo.in](http://www.nutriinfo.in), Bhawana- [www.bhawanaasani.com](http://www.bhawanaasani.com)

Valedictory programme of the training programme was conducted on 6" October for which was presided over by Dr. P. Mrunalini, Associate Dean & Dean Home Science i/c and

Sri. Udayshankar, Programme Head, All India Radio, Hyderabad was the chief guest. Dr. K. Uma Maheswari, CAFT-HSc director welcomed the gathering and briefed about the activities of CAFT-H SC at PJTSAU, Hyderabad. Dr. P. Amala Kumari, Course Director presented the training report as well as the projects developed by the participants. Dr. Neela Rani, Course Co-Director proposed vote of thanks.

#### **Visit of ICAR expert nominee:**

The ICAR nominee, Dr. F.L. Sharma, Professor and Head, department of extension education, Rajasthan Collage of Agriculture Udaipur visited the CAFT training programme for two days on 28-09-2016 and 29-09-2016. During the visit, discussions were carried out with the participants and the final outputs of the discussion were noted. He went round all the departments at collage of Home Science impressed with the facilities available in collage.

#### **Evaluation of the Training:**

Evaluation of participants was conducted before and after the conclusion of the training programme. Participants were provided with the pre and post evaluation schedule, to assess the existing knowledge and knowledge gained through the 21 days training on ” **New media for Development communication and measuring tools and techniques**”. Clearly there was substantial difference in the test scores of the participants between the pre and post evaluation. Participant feedback on the training program too was obtained and most sessions were rated as either excellent or very good. They also stated that the topics covered were very useful to all the participants. Few suggestions such as inclusion of more Field visits and management games, scientific skills for writing research project proposal preparation were suggested by few participants.

#### **Valedictory:**

Valedictory programme of the training programme was conducted on 6<sup>th</sup> October for which was presided over by Dr. P. Mrunalini, Associate Dean & Dean Home Science i/c and Sri. Udayshankar, Programme Head, All India Radio, Hyderabad was the chief guest. Dr. K. Uma Maheswari, Director CAFT- H Sc welcomed the gathering and Dr. P. Amala Kumari, Course Director presented the training report as well as the projects developed by the participants. Dr. Neela Rani, Co-Course Director proposed vote of thanks.

## 21 Days Training Programme CAFT – Home Science -2016-17

**Title: New media for development communication: Measuring tools and techniques  
16 September to 6 October 2016**

**Date: 16-9-2016 to 6-10-2016**

### **Training Concept:**

Development communication is a social process based on dialogue using a broad range of tools and methods. It is about seeking change at different levels including listening, debating, building trust, sharing knowledge and skills, structuring policies, and learning for sustained and meaningful change. Further, it brings about a planned growth intended to promote human development, reducing, if not eradicating poverty, unemployment and other social inequalities. It is engaged not only in mere reporting of facts or opinions, but also in teaching the people and leading them to action. It imparts and shares ideas to nurture and cultivate the proper attitudes, skills and values.

India is a developing country with lot of achievements in all the fields of modern day life including that of science & technology, agriculture and industry. It has been increasingly recognized that people's active participation is an essential component of any intervention intended for achieving a real and sustainable improvement in the living conditions of people. Development communication is at the very heart of this challenge: it is the process by which people become leading actors in their own development. Communication enables people to go from being recipients of external development interventions to generators of their own development.

The current points of view in development communication to enable the peoples' participation are **broad casting vs narrowcasting, globalization vs localization, communications vs communication, everyday vs professional communication, practical vs theoretical knowledge, beyond behavior change and research orientation**. WHO says that it is those who write or produce programmes on issues related to development are called development communicators. The teachers, scientists and extensionists in State Agricultural Universities are development communicators in varied fields of agriculture and allied sectors and they should be self-reliant in application of development communication.

New media technologies also were been put to serious use for development communication. Interactivity, narrative, instant feedback and persuasion capability were used.

to rope in common person into the process of development through the new media. Websites and blogs, streaming audio and video, chat rooms, social media and sharing platforms, apps etc., were some on the list of new media technologies used for development communication. They possessed the character of

- the creation of new textual experiences,
- the arrival of new ways of representing the world,
- the development of new relationships between users and consumers and media technologies,
- the development of new patterns of organization and production

The qualitative and quantitative analysis of impact of new media on stakeholders was possible through built in metrics available with the technology. Indicators such as page views, clicks, ratings, visitor engagement rate, conversions rate, distributions, sharing, ROI etc., could be tracked, aptly applying measuring tools and techniques. They also be benchmarked for competitive advantage of development communication. These indicators monitor and monitor, the instantaneous progress of the approach and provided directions for future endeavor.

The participants who attend the training programme on “**New media for development communication: Measuring tools and techniques,**” were provided with an exposure to application of new media in interested issues of development communication and study the impact. They carried a multimedia product with them to continue in back home situation.

**Objectives:**

1. To sensitize the participants towards need for application of new media in development Communication.
2. To expose to various new media and impact measuring tools and techniques
3. To provide hands-on-experience in using new media measuring tools and techniques.

**Content of the training:**

- Development communication – An Indian perspective.
- Hypothetical concepts of development communication and new media
- Government initiatives and institutions for development communication
- Strategies and approaches for development communication
- Case studies and success stories of new media in development communication in public and private sectors
- Integration of Social marketing approach in development communication
- Online and offline new media technologies
- Radio based interventions
- Telecommunication technologies in development communication
- Media use in MDG and impact- An analytical review
- Quantitative and qualitative media impact analysis -Mass media analytics
- Media rating strategies and techniques
- Computing ROI
- New media product development

**Benefits for participating organizations:**

- Skill development in the field of new media, enabled to plan for ICT interventions
- Technology reached through amalgamation of traditional and new media
- Online multimedia product to start digital dissemination

**Host faculty:**

Faculty of Home Science, for the past four decades involved in technology generation to cater the needs of its clientele group, farm families in various spheres. These technologies are transferred through built in extension system of PJTSAU i.e., KVKs, as well as media. With the advent of new media technologies for vertical and horizontal reach, the department of Home Science Extension and Communication Management, gained experience in their application in academic, research and extension programmes. The faculty also possess research experience in production of media management products and ICT tools for transfer of technology through new media. Added to this, Hyderabad is a hub of information technologies in the fields of both hard and software fields. Consequently a relevant learning environment for the proposed training programme can be created.

### List of Participants

S No	Name & Designation	Discipline	College address	Contact No	E-mail.
1.	Mrs. Dr. Bharti Scientist	Home science Dept. of Food & Nutrition	Birsa Agricultural University KVK, Baliapur, Dhanbad, Jharkhand.	08294232606	bhartibau@gmail.com
2.	Dr. Uma. V. Assistant Professor	Dept. of Veterinary and Animal Husbandry Extension Education	Dept. Of Veterinary and Animal Husbandry Extension Education, Veterinary College and Research Institute, Namakkal.	09442124777	umaavet@gmail.com
3.	Dr. Madhumati Vithalrao. Kulkarni Assistant Professor	Dept. of Extension Education	Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani Maharashtra.	09421387251	mdhmti@rediffmail.com
4.	Dr. Neeta Khandelwal Assistant Professor	Dept. of Home Science Extension	Department of Home Science Extension Education, ASPEE College of Home Science & Nutrition, SDA University, S.K.Nagar, Gujarat	08469081951	neeta.udr@gmail.com
5.	Dr. Dhanasree Kuna Assistant Professor	Dept. of Home Science Extension	Acharya N.G.Ranga Agricultural University, College of Home Science, Guntur, AP	09494192229	dhana.sree1@gmail.com
6.	Dr. Lakshmi Kuchibhotla Assistant Professor	Dept. of Foods & Nutrition	Acharya N.G.Ranga Agricultural University, College of Home Science, Guntur, AP	9989993506	lakshmi.kuchibhotla@gmail.com
7.	Dr. Bhawana Asnani Assistant Professor	Dept. of Family Resource Management	Polytechnic in Home Science, Junagadh Agricultural University, Amreli, Gujarat	07359199476 09460913050	bhawana_asnani@yahoo.com
8.	Dr. Sanjay Maroti Godbole  Farm manager/ Assistant Professor	Dept. of Veterinary microbiology	Maharashtra animal and fishery sciences university, Nagpur.	09922670076	drsanjaygodbole@rediffmail.com



9.	Dr. B. Padmaja Associate Professor	Dept. of Agronomy	Agricultural College, PJTSAU, Jagtial, Karimnagar, Telangana State 505329	9440040605	bhimireddymaduri@gmail.com
10.	Ms. S. Sirisha Deepthi Assistant Professor	Dept. of Apparel & Textiles	College of Home Science, PJTSAU Saifabad, Hyderabad.	7799556662	ssdeepthi@gmail.com
11.	Dr. Jessie Suneetha.W Assistant Professor	Dept. of Foods & Nutrition	Post Graduate and Research Centre, PJTSAU Rajendranagar, Hyderabad-500030	9849308363	wjsuneetha@gmail.com
12.	Dr. R. Neela Rani Assistant Professor	Dept. of Extension and Communication Management	College of Home Science, PJTSAU ,Saifabad, Hyderabad.	9550704672	<a href="mailto:neelar47@gmail.com">neelar47@gmail.com</a>
13.	Dr. Y. Siva Lakshmi Scientist	Dept. of Agronomy	Agricultural Research Station, Tornala, Siddipet (M), Medak (Dt).	9949190389	siva_yettapu@rediffmail.com
14.	Ms. S.L. Kameswari. Assistant Professor	Dept. of Extension & Communication Management	College of Home Science, Saifabad, Hyderabad, PJTSAU	9490797922	<a href="mailto:kammu_14@yahoo.co.uk">kammu_14@yahoo.co.uk</a>
15.	Mr. V. Sudhakar Public Relation Officer	Mass Communication	Administrative office PJTSAU Rajendranagar, Hyderabad-500030	9989623483	vannoj_s@yahoo.co.in
16.	Dr. M. Ram Prasad Assistant Professor	Dept. of Soil Science and Agricultural Chemistry	Agricultural College, PJTSAU Aswaraopeta.	9848110773	<a href="mailto:mullapudiramprasad2020@gmail.com">mullapudiramprasad2020@gmail.com</a>
17.	Dr. M. Sreenivasulu Associate Professor	Dept. of Agricultural Extension	College of Agriculture, PJTSAU, Rajendranagar, Hyderabad.	9912385260	<a href="mailto:msrinu70@gmail.com">msrinu70@gmail.com</a>
18.	Mrs. P. Srilatha Assistant Professor	Dept. of Food Technology	College of Food Science & Technology, PJTSAU, Rudrur, Nizambad.	9014980120	<a href="mailto:srilatha2708@gmail.com">srilatha2708@gmail.com</a>

19.	Dr. G. Swapna Assistant Professor	Dept. of Pharmacology & Toxicology	College of Veterinary Science, Korutla, Karimnagar.	9848805886	<a href="mailto:drswapna74@gmail.com">drswapna74@gmail.com</a>
20	Dr.K.Vijay	Livestock Production and management	Instructional Livestock farm Complex (ILFC) College of Veterinary Science, Korutla, and Karimnagar, Telangana.	7032114469	<a href="mailto:vijjuvet@gmail.com">vijjuvet@gmail.com</a>



**29<sup>TH</sup> CAFT-HOME SCIENCE TRAINING ON NEW DIMENSIONS IN FOOD  
QUALITY ANALYSIS TOWARDS ACHIEVING COMPREHENSIVE FOOD SAFETY  
FROM 16<sup>TH</sup> September -6<sup>TH</sup> October2016**

### LIST OF DROPPED PARTICIPANTS

S No	Name & Designation	Discine	Address	Email Id & Contact No	Reason for Drop out
1.	Ms. Serene Shekhar, Assistant Professor	Home Science Extension	Dept. of Extension, ASPEE College of Home Science & Nutrition, SDAU, SK Nagar, Dist: Banaskantha,	09510135998, shekhar.sdau@gmail.com	<ul style="list-style-type: none"> <li>• No permission from university.</li> <li>• Applied too late no permission from University on time.</li> <li>• No permission from Associate dean due to shortage of staff.</li> <li>• Personal reason.</li> <li>• No information.</li> </ul>
2	Dr. Vijay Prakash Kakani, Scientist	Veterinary Extension Education	Krishi Vigyan Kendra, Garikapadu, A.P	09490385909 drvijaykakani@gmail.com	
3	Mrs. Renu Arya, Subject Matter Specialist	Home Science Extension	Behraich (U.P.) (Krishi Vigyan Kendra, Berraich (U.P.)), Berraich (U.P.)	09415046343 renupau@gmail.com	
4	Dr. Purva Jaggi, Assistant Professor	Home Management/ Family Resource Management	Krishi Vigyan Kendra, Ropar, Punjab	08968947719 purva_1978@gmail.com	
5	Mr. D.Kumara Swamy, Assistant Professor	Agricultural Economics	Agricultural college , Aswaraopet, PJTSAU	9866948395 dksagrigo@gmail.com	
6	Dr.D.Mala iswamy, Assistant professor	Home Science Extension	TNAU, Maduri	09443174312 agri_malai@yahoo.co.in	
7	Dr. Arun Jyothi, Assistant Professor	HDFS	KVK, Warangal, Veterniary University	9160658558 jyothipunjala@gmail.com	

## ORGANIZING COMMITTEE

<b>Sl. No.</b>	<b>Name of Faculty</b>	<b>Contact</b>	<b>Official Responsibilities</b>
1.	Dr. K.Uma Maheswari CAFT- H.Sc, Director	+91 - 9949500753 Kumamaheswari2019@gmail.com	Program Director
2.	Dr. P. Amala Kumari Course Director	+91 – 9492927422 <a href="mailto:amala_puthota@gmail.com">amala_puthota@gmail.com</a>	Course Director
3.	Dr.R.Neela Rani Course Co-Director	+91 – 9550704672 Neelar47@gmail.com	Technical
4.	Ms. S. L .Kameswari Course Co Director	+91- 9490797922 Kammu_14@gmailcom	Technical
5.	Ms. Venmai	+91- 8985439738	Technical Assistance
7.	Ms. Shankutala	+91-9642175062	Office Assistance

### LIST OF RESOURCE PERSONS

Sl. No	Name and Designation of Speakers	E-mail I.D.
1	Dr. K. Uma Maheswari,	CAFT Director, CAFT H Sc & Professor and University Head, Department of Foods and Nutrition, PJTSAU, Hyderabad kumamaheswari.2019@gmail.com 9949500753
2	Smt. B.Vijaya Lakshmi	Principal Technical Officer InDg Project C-DAC vijayab(@Cdac:.in 94901 18137
3	Dr. P. Amala Kumari	Course Director amalaputhota@yahoo.com 9492927422
4	Dr. A. Mary Swarnalatha	Professor & Head Dept. of HECM marylathas 7@Vahoo.co.in 98.49552251
5	R. Ravi Kumar Head,	Corporate Communication KSK Energy Ventures Ltd. Hyderabad ravi196@gmail.com 96.18997567
6	Dr. V. Uma DeVi Assoc.	Professor IIHFW, Hyderabad <a href="mailto:drvumadevi@yahoo.co.in">drvumadevi@yahoo.co.in</a> 970 1375279
7	Sri. M. Ravishankar	Addl. General Manager ,BSNL Bhavan, Adarsh Nagar, Hyderabad mravishankar@bsnl.co.in 944140.0429
8	Dr. Snehalatha	Regional Advisor (South Asia) Splash, Ciatel, US Sneha _Sreedhar@Yahoo.com 9000172555
9	Dr. Suresh President	Nutrifi, Hyderabad rahul@nutrifi.in 7032660339
10	Dr. Kanchan K. Malik	Associate Professor, Department of Communication Faculty Fellow, UNESCO Chair on Community Media University of Hyderabad Gachibowli, Hyderabad 500046 kanchank.malik@gmail.com 990 85.82613
11	Smt. Narsamma	General Secretary, Sangam Radio, Zaheerabad Deccan Development Society Zaheerabad 9959868879
12	Sri. Chalapati Rao	Broad Casting Engineering ncraoir@gmail.com 9849044435
13	Sri. G. David Raju	Director Raise Click Online Solutions Pvt. Ltd. Hyderabad david@raiseclick.com 994.8667700
14	Sri. G. Vinith Babu	Director Eminent Apps Begumpet, Hyderabad. vinit@unicSoft.in 9951997.973

15	Mr. Praveen Kumar	Senior Programme Manager Digital green 984934.0254
16	Sri. G. David Raju	Director Raise Click Online Solutions Pvt. Ltd. Hyderabad david@raiseclick.com 994.8667700
17	Ms. G. Sunitha Rani	Content Manager IFFCO, Hyderabad Sunitharaniganta.iksl@iffco.in 9676453504
18	Sri. M. Satyanarayan Bhuti	Associate Manager SMS country, Hyderabad Satyanarayana.bhuti@smscountry.com
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22	Dr. GRK Murthy	Principal Scientist, ESM Division murthV(anaarm.ernet.in 9440789649
23	Dr.D.Thammi Raju	Professor & Principal Scientist, NAARM dtraju(a)naarmernet.in 9441491054
24	Sri Bhikshapati	Social Media Developer bhikshus (agmail.com 8801476209
25	Dr. F.L. Sharma	Professor & Head Dept. of Extension Education Rajasthan College of Agriculture Udaipur, Rjasthan flsharma2007(a)rediffmail.com O9829 1997.42
26	Dr. Nancy J Anabel	Director Information Education and Communication M. S. Swaminathan Research Foundation III Cross Street, Institutional Area Taramani, Chennai 600 1 13, India anabel(@msSrfreS.lin 944-4391467
27	Dr. Suresh Munuswamy	Assistant Professor, Indian Institute of Public Health-Hyderabad (IIPH-H) Program Coordinator, MSc and PhD: Health Informatics. By PHFI + AcSIR S.munuswamy@iiphh.org 9959560333
28	Dr. P.J Sudhakar	Additional Director General Press Information Bureau Ministry of information and Broad Casting pisudhakar@gmail.com 9494.799911

29	Dr. Shaik Meera	Principal Scientist DRR, Hyderabad meera.shaik@icar.gov.in 90.00680909
30	Sri. Sailesh Reddy	C.E.O. Mana T.V. Telangana Government.
31	Dr. Bharath Sontaki	Principal Scientist Extension Systems NAARM, Hyderabad bharatss@naarm.ernet.in 9440965798
32	Dr. G. Nageswara Rao	Professor in Statistics (Retd) PJTSAU gadirajunr@gmail.com 990.8183794
33	Sri. Chalapati Rao	Broad Casting Engineering ncraoir@gmail.com 9849044435
34	Sri N. Harish	Asst. Professor Dept. of Arts, JNTU naredlaharish@yahoo.com 996.6085246
35	Sri S. Siva Prasad	Asst. Professor Dept. of Arts, JNTU SivaSeeta@gmail.com 95.024.81584
36	Sri N. Ugandar Reddy	Business Development Executive Eminent Apps Begumpet, Hyderabad Yugendhar. To@gmail.com 7702225275



## TRAINING SCHEDULE

### Schedule of daily lectures/practical topics and Speakers

<b>Date</b>	<b>Time</b>	<b>Topic</b>	<b>Speakers</b>
16.09.16	9.30 am to 1.00pm	Registration	Participants & Training team
		Pre evaluation	Participants
		Inauguration	Dr. V. Praveen Rao Vice Chancellor PJ TSAU Dr. A. Mrunalini Associate Dean & Dean of Home Science i/c, College of Home Science
	1.30 to 2.30 pm	Digital India- Government initiatives with special reference to development communication.	Smt. B.Vijaya Lakshmi Principal Technical Officer InDg Project C-DAC <a href="mailto:vijayab@cdac.in">vijayab@cdac.in</a>
	2.30 to 3.00 pm	Orientation to CAFT	Dr. K. UmaMaheswari, CAFT Director <a href="mailto:kumamaheswari2019@gmail.com">kumamaheswari2019@gmail.com</a> 9949500753
	3.00 to 4.30pm	<b>Development communication –</b> An Indian perspective.	Dr. P. Amala Kumari Course Director <a href="mailto:amala_puthota@yahoo.com">amala_puthota@yahoo.com</a> 9492927422
17.09.16	9.30 to 11.00	Hypothetical concepts of development communication theories and strategies	Dr. A. Mary Swarnalatha Professor & Head Dept. of HECM <a href="mailto:marylatha57@yahoo.co.in">marylatha57@yahoo.co.in</a> 9849552251
	11.00 to 12.30	NHM programmes and strategies- Reach the unreached	Dr. V. Uma Devi Assoc. Professor IIHFW, Hyderabad <a href="mailto:drvumadevi@yahoo.co.in">drvumadevi@yahoo.co.in</a> 9701375279
	1.30 to 2.30	Print journalism and New media	R. Ravi Kumar Head, Corporate Communication KSK Energy Ventures Ltd. Hyderabad <a href="mailto:ravi196@gmail.com">ravi196@gmail.com</a> 9618997567
	3.00 to 4.30	Development communication media- A flash	Training team

18.09.16 Sunday			
19.09.16	9.30 to 5.00	<b>Media technology convergence</b> – Visit to Eenaadu School of Journalism	Training team
20.09.16	9.30 to 11.00	<b>Telecommunication</b> technologies in development communication.	Sri. M. Ravishankar Addl. General Manager BSNL Bhavan, Adarsh Nagar, Hyderabad <a href="mailto:mravishankar@bsnl.co.in">mravishankar@bsnl.co.in</a> 9441400429
	11.00 to 12.30	Strategies to achieve SDGs- FAO,WHO	Dr. Snehalatha Regional Advisor (South Asia) Splash, Ciatel, US <a href="mailto:sneha_sreedhar@yahoo.com">sneha_sreedhar@yahoo.com</a> 9000172555
	1.30 to 2.30	Personalized online applications and metrics- A case study of Nitrify	Sri. S. Rahul Reddy Vice President Nitrifi , Hyderabad <a href="mailto:rahul@nitrifi.in">rahul@nitrifi.in</a> 7032660339
	3.00 to 4.30	Community Radio for Development Communication	Dr. Kanchan K. Malik Associate Professor, Department of Communication Faculty Fellow, UNESCO Chair on Community Media University of Hyderabad Gachibowli, Hyderabad 500046 <a href="mailto:kanchank.malik@gmail.com">kanchank.malik@gmail.com</a> 9908582613
21.09.16	9.30 to 4.30	Interaction with Community radio organizers and <b>listeners</b> - Filed visit	Sri. B. Giridhar Babu Deccan Development Society Hyderabad Office <a href="mailto:giridharbabudds@gmail.com">giridharbabudds@gmail.com</a> 9440048659
22.09.16	9.30 to 11.00	Online radio for development communication- establishment, management and future.	Sri. Chalapati Rao Broad Casting Engineering <a href="mailto:ncraoir@gmail.com">ncraoir@gmail.com</a> 9849044435
	11.00 to 12.30	Performance indicators of web portal	Sri. G. David Raju Director Raise Click Online Solutions Pvt. Ltd. Hyderabad <a href="mailto:david@raiseclick.com">david@raiseclick.com</a> 9948667700
	1.30 to 4.30	Blog construction- Practical	Training team

23.09.1 & 24.09.16	9.30 to 11.00	Application of new media for Nutrition promotion	Dr. G.M. Subbarao Scientist 'E' National Institution of Nutrition Hyderabad <a href="mailto:gmsubbarao@gmail.com">gmsubbarao@gmail.com</a> 9701933391
	11.00 to 12.30	Outreach through new <b>multi-media</b> interventions	Ms. Archana Senior Programme Manager Digital green <a href="mailto:archana@digitalgreen.org">archana@digitalgreen.org</a>
	1.30 to 3.00	<b>Video advertisements</b> for development communication	Sri. M. Jaggaraju Short film Producer & Director <a href="mailto:m.jaggaraju@gmail.com">m.jaggaraju@gmail.com</a> 9490300792
	3.00 to 4.30pm	New media in promotion of <b>animal husbandry</b>	Dr.D.Thammi Raju, Professor & Principal Scientist, NAARM <a href="mailto:dtraju@naarm.ernet.in">dtraju@naarm.ernet.in</a> 9441491054
	9.30 to 11.00	Information dissemination through mobile service- Experiences of IFFCO	Ms. G. Sunitha Rani Content Manager IFFCO, Hyderabad <a href="mailto:sunitharaniganta.iksl@iffco.in">sunitharaniganta.iksl@iffco.in</a> 9676453504
	11.00 to 12.30	Technical issues in SMS	SMS country
	1.30 to 4.30	<b>Content analysis</b> tools for on line media products- orientation & application	Ms. S.A. Deepti Head, Content Marketing Prime Technologies <a href="mailto:aruldeepthi@gmail.com">aruldeepthi@gmail.com</a> 9490485251
25.09.16 Sunday			
26.09.16 & 27.09.16	9.30am to 4.30 pm	Pedagogy	Dr. G .Jaya Deputy Director (HRD) MANAGE, Hyderabad <a href="mailto:gjaya@manage.gov.in">gjaya@manage.gov.in</a> 9848016127
28.09.16	9.30 to 11.00	<b>TV rating</b> strategies and techniques	Sri. B. Venkata Rao Deputy Director Door Darshan Hyderabad <a href="mailto:dtc_hyd@yahoo.co.in">dtc_hyd@yahoo.co.in</a> 9490634482
	11.00 to 12.30	ROI- computing and interpretation	Dr. G. Nageswara Rao Professor in Statistics (Retd) PJ TSAU <a href="mailto:gadirajunr@gmail.com">gadirajunr@gmail.com</a> 9908183794

	1.30 to 3.00	Orientation to <b>social media</b> credibility	Mr. Bhikshpati Social Media Developer <a href="mailto:bhikshu5@gmail.com">bhikshu5@gmail.com</a> 8801476209
	3.00 to 4.30	Computing social media metrics	Training team
29.09.16	9.30 to 11.00	Communication devices and - updated versions	Sri. Vinaya Kumar Dgital Device Marketer 9866987687
	11.00 to 12.30	New media initiatives in livelihood management- experiences of Swaminathan foundation	Nancy J Anabel Director Information Education and Communication M. S. Swaminathan Research Foundation III Cross Street, Institutional Area Taramani, Chennai 600 113, India <a href="mailto:anabel@mssrf.res.in">anabel@mssrf.res.in</a> 9444391467
	1.30 to 3.00	New media strategies for sustainable health development	<b>Dr.Suresh Munuswamy,</b> <b>Assistant Professor,</b> Indian Institute of Public Health-Hyderabad (IIPH-H) <b>Program Coordinator,</b> MSc and PhD: Health Informatics By PHFI + AcSIR <a href="mailto:s.munuswamy@iiphh.org">s.munuswamy@iiphh.org</a> 9959560333
	3.00 to 4.30	New media and ethical issues	Dr. P.J Sudhakar Additional Director General Press Information Bureau Ministry of information and Broad Casting <a href="mailto:pjsudhakar@gmail.com">pjsudhakar@gmail.com</a> 9494799911
	9.30 to 11.00	Online quiz analysis	Dr. P. Amala Kumari Professor & Course Director <a href="mailto:amala_puthota@yahoo.com">amala_puthota@yahoo.com</a> 9492927422
15/ 30.09.16	11.00 to 12.30	VARK learning style accomplishment through new media	Training Team
	1.30 to 3.00	Emerging research issues in new media for development communication	Dr. Shaik Meera Principal Scientist DRR, Hyderabad <a href="mailto:meera.shaik@icar.gov.in">meera.shaik@icar.gov.in</a> 9000680909
	3.00 to 4.30	Social sentiment and sentiment analysis	Training Team

16/ 01.10.16	9.30 to 11.00	Writing digital media articles for <b>online journals</b>	Dr. Bharath Sontaki Principal Scientist Extension Systems NAARM, Hyderabad <a href="mailto:bharatss@naarm.ernet.in">bharatss@naarm.ernet.in</a> 9440965798
	11.00 to 12.30	Online discussions and analysis	Training team
	1.30 to 4.30		
2.10.16 to 4.10.16	9.30 to 4.30	Workshop on new media product development and analysis	Participants and Training Team
5.10.201 6	9.30 to 4.30	Presentation of developed new media product	
6.10.16	9.30 to 12.30	Final presentation	
	1.30 to 2.30	Post evaluation	Participants
	2.30 to 3.30	Wrap up	Training Team
	3.30 to 4.30	Valedictory	



**CAFT TRAINING INAUGURAL FUNCTION WITH CHIEF GUEST  
Dr.V. PRAVEEN RAO, HON'BLE VICE CHANCELLOR,PJTSAU**



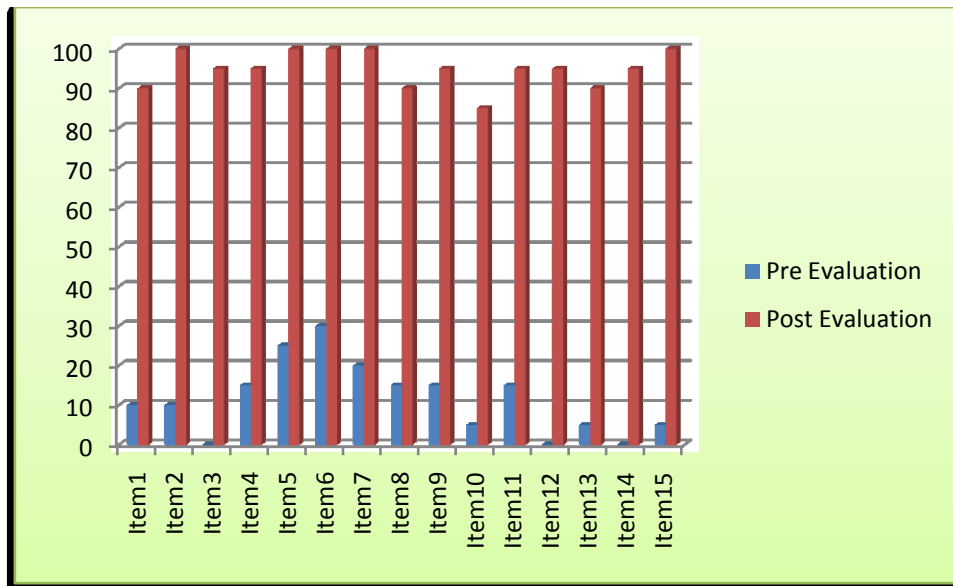
**CAFT TRAINING VALEDICTORY FUNCTION AND PARTICIPANTS INTERACTION WITH CHIEF GUEST SRI UDAYSHANKAR (Programme Head, All India Radio (AIR), Hyderabad).**

## Evaluation

The training programme was evaluated in terms of gain in knowledge through pre and post tests and obtaining feedback as well as usefulness of the training through a five point scale.

### i. Pre and post evaluation report

The impact of training is revealed through pre and post tests. On 15 multiple choice questionnaire the initial and final knowledge levels were measured, which revealed increase from 0 to 100 per cent. The minimum and maximum scores in pretest were 0-25%, while they were 85 to 100% respectively in post test. Each question reflects the content outcome of a group of topics. The pre test scores ranged from 0 to 30%, while in post test from 85 to 100%. On average the increase in knowledge is 95%. Item wise increase in knowledge is pictorially depicted in the following figure.



Knowledge levels of the participants before and after training programme

### ii. Feed back

A point scale with excellent (5), Very good (4), good (3), Average (2) and Poor (1) was used to obtain feedback rating and usefulness of the course content. The result is presented in the following table.

**Pre evaluation:** The evaluation schedules had questions on reasons for attending the training programme for which the respondents cited reasons like – training relevant to their job, update

the knowledge and skills in the training area, training related to subject area and few respondents attended the training as instructed by the organization.

The intended use of knowledge and skills acquired by the participants during training was for development of new research proposals, develop and refine methodologies for research activities in respective institutions, develop or revise course material based on experiences acquired, develop material for extension / outreach programmes and to set up a laboratory in their organization.

Based on participant's expectations, the top five areas of expectation were ranked in the following order:

- 1<sup>st</sup> Learn new knowledge and skills for improving my research competencies
- 2<sup>nd</sup> Know the current research trends to plan new research project
- 3<sup>rd</sup> Learn new knowledge and skills for improving my academic and teaching competencies
- 4<sup>th</sup> Create a new facility at my institute (lab, Food Testing facility, etc.)
- 5<sup>th</sup> Establish and strengthen professional network with other participants

**Post Evaluation:** Based on the post evaluation, the participants found all the topics “relevant” to the training and none were found to be in the “non-relevant” category. The topics which were found to be most satisfying were technical issues in SMS, telecommunication technology, Online radio, web portal construction, e-teaching methodologies, writing digital media articles, photograph support and editing and dash board updates. All the participants were satisfied with the skill training imparted, demonstrations and the field visits. The participants felt that the methodology adopted for delivering the technical content was apt and adequate. All the participants felt that their objective of attending the training programme was extremely satisfactory. The overall impression about the course such as theoretical back-up and content coverage, resource materials provided, extent of involvement of the guest faculty and level of seriousness maintained all through the course were rated as excellent. The training facilities like learning environment and capacity of institute's faculty was rated as excellent. Other facilities like boarding and lodging arrangements were rated and good and very good respectively.



### Suggestions by the participants

1.	More field visits may be arranged
2.	Pedagogy is repetition, may be avoided
3.	One or two type of new media can be included not entire
4.	Management games to be included to teach communication skills, teaching skills
5.	More session on statistical technique and research methodology.
6.	Scientific skills for writing research, emphasis on experimental skills, personality development session to be included
7.	Lab for practice should be enhanced
8.	New topics for CAFT a. Nutrition based extension systems b. Exclusive training on each new media- Web portal development, Virtual classroom creation and App design and development

here there is more practical orientation, highest increase is observed, than items with theoretical orientation. Total result can be attributed to the content delivered by the speakers focusing on development communication through media as a challenge and need of the hour to reach the largest population. It is also imperative to mention the interest and active involvement of the trainees. Except two all the other participants are between the ages of 30-40 years, Assistant Professors by designation and most of them joined the service with PhD degree. Another aspect to be attributed is the multidisciplinary fields of the participants, which lead to focused discussions with the experts after the session. Many experts expressed their satisfaction when the participants interacted with rational and reasonable issues. The grasping and participative nature was observed to be high. For information technology based training programmes.

Both the visits and all the practical sessions were rated maximum (100%) on feed back rating and usefulness. No topic is observed to be rated on average and poor, leading to a conclusion that every topic is pertinent to the course. Maximum rating can be observed as excellent followed by very well. The following suggestions were made by the participants.

## WINNERS BLOGS



[www.agriinfotech.in](http://www.agriinfotech.in)



[www.veterinaryextension.com](http://www.veterinaryextension.com)



[www.organicinfo.in](http://www.organicinfo.in)



[www.nutriinfo.in](http://www.nutriinfo.in)



[www.bhawanaasnani.com](http://www.bhawanaasnani.com)



[www.aptx.in](http://www.aptx.in)

## PARTICIPANTS BLOGS

 <b>V.Sudhakar</b> A Source of Agriculture Information <a href="http://sudhakar.bijiliindinfo.com">sudhakar.bijiliindinfo.com</a>	 <b>NEETA KHANDELWAL</b> <a href="http://neeta.bijiliindinfo.com">neeta.bijiliindinfo.com</a>	<b>Dr.Vijay.K</b> <a href="http://vijay.bijiliindinfo.com">vijay.bijiliindinfo.com</a>	<b>Dr. Jessie W S</b> <a href="http://jessie.bijiliindinfo.com">jessie.bijiliindinfo.com</a>	<b>Dr. Sanjay Godbole</b> Livestocks Health <a href="http://sanjay.bijiliindinfo.com">sanjay.bijiliindinfo.com</a>
<b>Water is life</b> Dr. Padmaja Bhimireddy <a href="http://padmaja.bijiliindinfo.com">padmaja.bijiliindinfo.com</a>	 <b>H Nutri</b> <a href="http://bharti.bijiliindinfo.com">bharti.bijiliindinfo.com</a>	<b>S.L.Kameswari</b> to connect to share <a href="http://kameswari.bijiliindinfo.com">kameswari.bijiliindinfo.com</a>	Dr.Kulkarni Madhumati Vithalrao <a href="http://madhumati.bijiliindinfo.com">madhumati.bijiliindinfo.com</a>	 <b>Dr.M.Srinivasulu</b> Empowerment of Farmers <a href="http://srinu.bijiliindinfo.com">srinu.bijiliindinfo.com</a>
<b>DR.R.NEELA RANI</b> SOURCE OF GENDER EQUALITY AND NSS <a href="http://neelarani.bijiliindinfo.com">neelarani.bijiliindinfo.com</a>	<b>Dr. Swapna</b> <a href="http://swapna.bijiliindinfo.com">swapna.bijiliindinfo.com</a>	<b>Dr.Dhanasree Kuna</b> <a href="http://dhanasree.bijiliindinfo.com">dhanasree.bijiliindinfo.com</a>	 <b>P.Srilatha</b> <a href="http://srlatha.bijiliindinfo.com">srlatha.bijiliindinfo.com</a>	<b>SIRISHA DEEPTHI SORNAPUDI</b> For the artist in you <a href="http://sirisha.bijiliindinfo.com">sirisha.bijiliindinfo.com</a>
 <b>సుస్థిర వ్యవసాయం/ SUSTAINABLE AGRICULTURE</b> <a href="http://ramprasad.bijiliindinfo.com">ramprasad.bijiliindinfo.com</a>	 <b>Dr.V.Uma</b> <a href="http://uma.bijiliindinfo.com">uma.bijiliindinfo.com</a>	<b>Dr.Y.Sivalakshmi</b> Towards organic Farming <a href="http://sivalakshmi.bijiliindinfo.com">sivalakshmi.bijiliindinfo.com</a>	<b>Dr Lakshmi Kuchibhotla</b> Nutrition for family and friends <a href="http://lakshmi.bijiliindinfo.com">lakshmi.bijiliindinfo.com</a>	 <b>BBHAWANA AASNANI</b> ASSISTANT PROFESSOR, POLYTECHNIC IN HOME SCIENCE, UNMAIAH AHE, UNIV <a href="http://bhawana.bijiliindinfo.com">bhawana.bijiliindinfo.com</a>

**INTERACTION MEETING WITH HON'BLE VICE CHANCELLOR  
DR. V. PRAVEEN RAO, PJTSAU.**

**Organized by: CAFT Home Science, Professor Jayashankar Telangana state,  
Agricultural College of Home Science, Saifabad, and Hyderabad.**

**Date: 17<sup>th</sup> March 2017**

**Venue: Committee hall Central Library, PJTSAU, Rajendranagar, and Hyderabad.**

An interactive meeting on “Future actions in research and extension” by the faculty of Home Science was held on 17/03/2017 at CAFT H.Sc, Post Graduate & Research Center, PJTSAU, Rajendranagar, and Hyderabad.

**Goal**

It is assumed that interactive session will be useful for the faculties and students to focus on the areas of research to trainings to achieve the national goals.

**Objective**

To explore future actions in teaching, research and extension under CAFT – Home Science

**Issues**

The faculty of H.Sc worked on several resource areas such as technology development and commercialization. In view of the changing demands from the society considering the past work, future actions on the following were discussed during the meeting.

1. Possibility of up-scaling and Commercialization of identified technologies developed by the faculty.
2. Suitability of departmental technologies for skill and educational trainings for entrepreneurs and institutions / public.
3. The future areas of resources research for strengthening the existing.
4. Identification of niche areas of research.
5. In view of changed UG curriculum during 2016 -17 from Home Science to Community Science, the possible activities for imparting knowledge to the community.
6. Identification of faculty training areas in line with the proposed activities
7. Areas of faculty and student research.

The Hon'ble Vice Chancellor Dr. V. Praveen Rao, PJTS Agricultural University, Rajendranagar, and Hyderabad interacted with the staff of Faculty of Home Science during the interaction meeting held on 17/03/2017. Experts in the field of Home Science who have done vast amount of research on millets, Dr. Chittemma Rao, retired Professor and Dean, Faculty of Home Science and Dr. V. Vimala, retired professor and Associate Dean, College of Home Science were invited as guests to impart valuable suggestion to the staff of all departments. Dr.V.Vijaya Lakshmi, Associate Dean, welcomed the chief guest Dr.V.Praveen Rao, respected Hon'ble Vice Chancellor, PJTSAU and the invitees that is Dr. Chittemma Rao, retired Professor and Dean, Faculty of Home Science and Dr. V. Vimala, retired professor and Associate Dean, College of Home Science.

The Hon'ble Vice Chancellor suggested that budget proposals should be submitted only after discussing and planning in the respective departments by involving all the faculty members taking in to account the courses, practical's and research requirements of the students. Along with that in the budget, non – plan research projects can be proposed to have an insight of basic foundation before submitting departmental research projects for funding to external organizations. He also emphasized on publishing articles in journals with NAAS ratings of 6 and above for better rating of the research work that is going on. He pointed out that the work that is going in the faculty of Home Science needs better visibility. The faculties have to deliver on the blue prints developed for the department. He suggested the faculty of Home Science can apply for Center for Excellence under ICAR, since they have done tremendous work. He also suggested reviving the certificate courses of the departments after formulating appropriate guidelines.

In her remarks, Dr. Chittemma Rao congratulated the staff on progress brought in the faculty. She pointed out that the faculty is growing vertically, but there is a need for horizontal growth of various departments of in the faculty of Home Science. Dr. V. Vimala suggested that as the dept. of Foods & Nutrition is working on developing value added foods using millets, underutilized fruits and vegetables their by-products, the foods lab at PGRC should be upgraded and should be equipped with advanced equipments like farinograph and texture analyzer for quality testing of the products.

She advised to intensify the diet counseling activities at CHSc, by extending the period after collage hours also. She also suggested conducting various extension activities such as world food day, diabetic day, National egg day, and nutrition week celebrations etc in a wider perspective to have better visibility of Home science in community at both urban and rural areas Dr.K.Uma Maheswari, CAFT-Director, H.Sc proposed a vote of thanks.



**Honourable Vice Chancellor Dr. V. Praveen Rao interacting with Faculty of Home Science**

### List of members attended

<i>S No</i>	<i>Name</i>	<i>Designation</i>
1	<i>Dr. V. Praveen</i>	<i>Vice Chancellor, PJTSAU, Hyderabad.</i>
2	<i>Dr. Chittemma Rao</i>	<i>Former Dean Faculty of Home Science,</i>
3	<i>Dr. V. Vimala</i>	<i>Former Associate Dean, H.Sc, Hyderabad.</i>
4	<i>Dr.V.Anitha</i>	<i>Technical secretary to vice Chancellor</i>

#### *i. Department of Foods and Nutrition:*

<i>S No.</i>	<i>Name</i>	<i>Designation</i>
1	<i>Dr K Uma Maheswari</i>	<i>Professor &amp; University Head</i>
2	<i>Dr V Vijayalakshmi</i>	<i>Professor &amp; Head</i>
3	<i>Dr K Uma Devi</i>	<i>Professor</i>
4	<i>Dr T V Hymavathi</i>	<i>Professor</i>
5	<i>Dr S Sucharitha Devi</i>	<i>Assistant professor</i>
6	<i>Dr Jessie Suneetha W</i>	<i>Assistant professor</i>
7	<i>Dr B Anila Kumari</i>	<i>Assistant professor</i>
8	<i>Ms.A.Supraja</i>	<i>Assistant professor</i>
9	<i>Dr.R.Aparna</i>	<i>Scientist, QCL</i>
10	<i>Dr.P.Kamalaja</i>	<i>Scientist, AICRP H.Sc-FN</i>

**II. Department of Resource Management and Consumer Sciences:**

<i>S No.</i>	<i>Name</i>	<i>Designation</i>
1	<i>Dr P Radha Rani</i>	<i>Professor</i>
2	<i>Dr D Ratna Kumari</i>	<i>Professor</i>
3	<i>Dr Y Vijaya Lakshmi</i>	<i>Associate Professor</i>

**III. Department of Human Development and Family studies:**

<i>SL No</i>	<i>Name</i>	<i>Designation</i>
1	<i>Dr M Sharada Devi</i>	<i>Professor &amp;University Head</i>
2	<i>Dr. Nasreen Banu</i>	<i>Principle Scientist-HDFS, ACRIP</i>
3	<i>Mrs. T S Nagamani</i>	<i>Associate professor</i>
4	<i>Dr. P.Sreedevi</i>	<i>Assistant professor</i>

**IV. Department of Apparels and Textiles:**

<i>Sl No</i>	<i>Name</i>	<i>Designation</i>
1	<i>Dr A Padma</i>	<i>Principal Scientist, AICRP Professor &amp; University Head</i>
2	<i>Mrs. Lakshmi Challa</i>	<i>Assistant professor</i>
3	<i>Mrs. S Sirisha Deepti</i>	<i>Assistant professor</i>
4	<i>Ms. Lakshmi Pooja</i>	<i>Assistant professor</i>

***V.Department of Home Science Extension Education, Communication and Management:***

<b><i>SL No</i></b>	<b><i>Name</i></b>	<b><i>Designation</i></b>
<i>1</i>	<i>Dr A Mary Swarnalatha</i>	<i>Professor &amp; University Head</i>
<i>2</i>	<i>Dr T Sarah Kamala</i>	<i>Principal Scientist, AICRP</i>
<i>3</i>	<i>Dr P Amala Kumari</i>	<i>Professor</i>
<i>4</i>	<i>Dr. Geetha Reddy</i>	<i>Assistant professor</i>
<i>5</i>	<i>Mrs. S L Kameswari</i>	<i>Assistant professor</i>
<i>6</i>	<i>Dr R Neela Rani</i>	<i>Associate professor</i>



## WORKSHOPS

One day brain storming workshop on ‘V Deans Committee Recommendations of U G Degree programmes under the Department of Foods and Nutrition’ was held at College of Home Science, Hyderabad on 15<sup>th</sup> July 2016

### The following members attended the meeting

1	Dr.S.Sumathi	Professor & University Head ( Retd)
2	Dr.K.Krishna Kumari	Professor & University Head ( Retd)
3	Dr.K.Manorama	Professor and Principal Scientist, QCL( Retd.)
4	Dr. K. Uma Maheswari	Director,CAFT-H.Sc, Professor & University Head
5	Dr. V. Vijaya Lakshmi	Professor & Head
6	Dr. K. Uma Devi	Professor
7	Dr. T.V. Hymavathi	Professor
8	Dr.S. Sucharitha	Assistant Professor
9	Dr. K. Aparna	Assistant Professor
10	Mrs. T. Supraja	Assistant Professor
11	Mrs.T. Kamalaja	Assistant Professor
12	Dr.B. Anila Kumari	Assistant Professor
13	Dr.W. Jessi Suneetha	Assistant Professor
14	Dr.Geetha Reddy	Deputy Director (H Sc.)

### **The following are the agenda items of the meeting**

- Introduction of B.Sc (Hons.) Community Science.
- Division of staff of department of Foods & Nutrition in to two departments as pr the FDC recommendations
- Starting of second degree programme i.e. B.Sc (Hons) Food Nutrition

### **Recommendations**

#### **1. Introduction of BSc (Hons.) Community Science**

- The introduction of the B.Sc (Hons.) Community Science can be implemented from the academic year 2016-17.

#### **2. Division of staff of department of Foods & Nutrition in to two departments as per the FDC recommendations**

Criteria to be followed

- The current MSc Foods & Nutrition program will be under the department in which the senior most staff / University head is there.
- Exercising options based on the Faculty members interest with justification.
- Based on bio-data, specialization, research projects conducted and research at M.Sc and PhD student guidance- a committee can be constituted with University Head, Head of the department, Associate Dean, Dean, Faculty of Home Science and one or two experts from the particular field may be selected who can review the staff bio-data and others and later decide on the distribution of staff.
- Rotation of staff can be done once in 3 years between the two departments.

#### **3. Starting of second degree program – B.Sc (Hons.) Food Nutrition and Dietetics**

- The introduction of the second degree programme can be done in line with the other state agricultural universities.
- Proper academic ladder to be developed for the employability of the students.
- B.Sc (Hons.) Food Nutrition and Dietetics students should be made eligible for all existing jobs on par with students of Home Science / Community Science.
- Mentioning as terminal course in the course advertisement of B.Sc (Hons.) Food Nutrition and Dietetics.

# Brain Storming Session

Revision of ICAR V Dean Committee Recommended Courses and Syllabus :



Department of Foods & Nutrition

Post Graduate & Research Center

College of Home Science

PJTS Agricultural University, Hyderabad



## **OBJECTIVE 1**

### **B. ALLOCATION OF SEATS UNDER UG & PG PROGRAMMES**

Admission: UG & PG programmes during the Academic year 2016– 2017 had full strength

#### **Under-Graduate Students Intake**

	<b>No. of students</b>	<b>ICAR</b>
B.Sc (Hons) Home Science:	58	--

In view of the good number of students at UG level and there is also demand for PG studies.

#### **Post-Graduate Students Intake**

	<b>No. of students</b>	<b>ICAR</b>
M.Sc (Home Science)	12	3
PhD (Home Science)	9	4

## **C. RESEARCH**

### **i. Faculty Research**

**Ongoing Research projects during the year 2016-17**

#### **DEPARTMENT OF FOODS & NUTRITION**

<b>Sl. No</b>	<b>Project title</b>	<b>Investigators</b>	<b>Funding agency</b>	<b>Period / Duration</b>	<b>Budget Rs. In lakhs</b>
1.	“Glycemic Index profiling of rice varieties for combating life style diseases”	<i>Dr. K. Uma Maheswari (PI) and Dr. W. Jessie Suneetha (Co-PI) Dept. of FDNT College of Home Science Hyderabad.</i>	RKVY	2014-15 to 2016-17	12.00
2.	“Nutraceuticals properties of underutilized fruits and vegetables in North Eastern Hill Region of India”	Dr. Aparna Kuna, Assistant Professor (Principal Investigator) and Ms. T. Supraja, Assistant Professor ( Co Principal Investigator)	ICAR Research Complex, Meghalaya	2014-15 to 2016-17	59.04

**DEPARTMENT OF HUMAN DEVELOPMENT AND FAMILY STUDIES**

<b>Sl. No</b>	<b>Project title</b>	<b>Investigators</b>	<b>Funding agency</b>	<b>Period / Duration</b>	<b>Budget Rs. in lakhs</b>
1	A study on Quality of Classroom Transactions in Government schools of Telangana state	<b>Principal Investigator:</b> Dr.M.Sarada Devi, Professor & University Head <b>Co-Investigator:</b> Dr.R.Geetha Reddy Associate Professor, Department of HDFS, College of Home Science, Professor Jayashankar Telangana State Agricultural University.	Sarva Siksha Abhiyan (SSA)- Telangana State	2015-16 to 2016-17	2.00
2	A study on Effect of Home Based Education in Inclusive Education Intervention in Telangana state	<b>Principal Investigator:</b> Dr.M.Sarada Devi, Professor & University Head <b>Co-Investigator:</b> Dr.R.Geetha Reddy Associate Professor, Department of HDFS, College of Home Science, Professor Jayashankar Telangana State Agricultural University.	SarvaSiksha Abhiyan( SSA)- Telangana State	2015-16 to 2016-17	3.00
3	Parenting Experience: a life cycle analysis of rural and urban families	<b>Principal Investigator:</b> Dr. K. Mayuri, Emeritus Scientist,	ICAR	2015-16 to 2016-17	16.74

**DEPARTMENT OF HOME SCIENCE EXTENSION AND COMMUNICATION**

<b>Sl. No</b>	<b>Project title</b>	<b>Investigators</b>	<b>Funding agency</b>	<b>Period / Duration</b>	<b>Budget Rs. in lakhs</b>
1	ICT based extension services for dissemination of quality life technologies.	Dr. P. Amala Kumari, Associate professor, HECM.	RKVY	2012-13 to 2016- 17	28

## MANAGEMENT

### DEPARTMENT OF APPARELS AND TEXTILES:

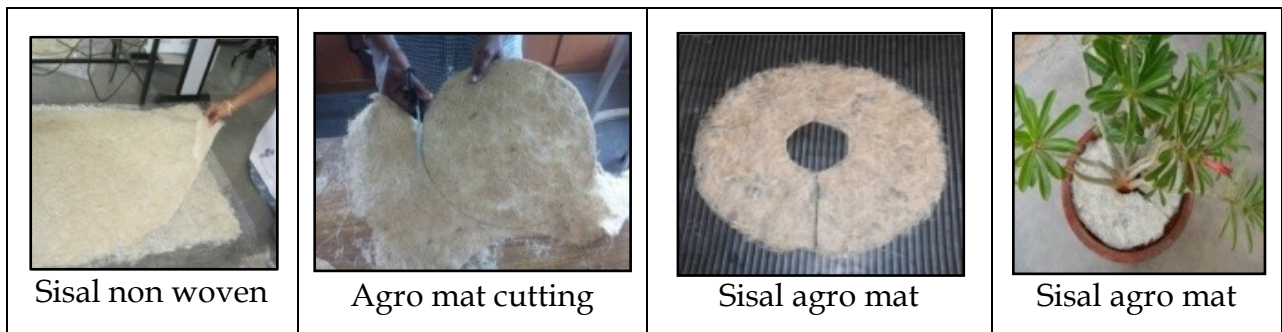
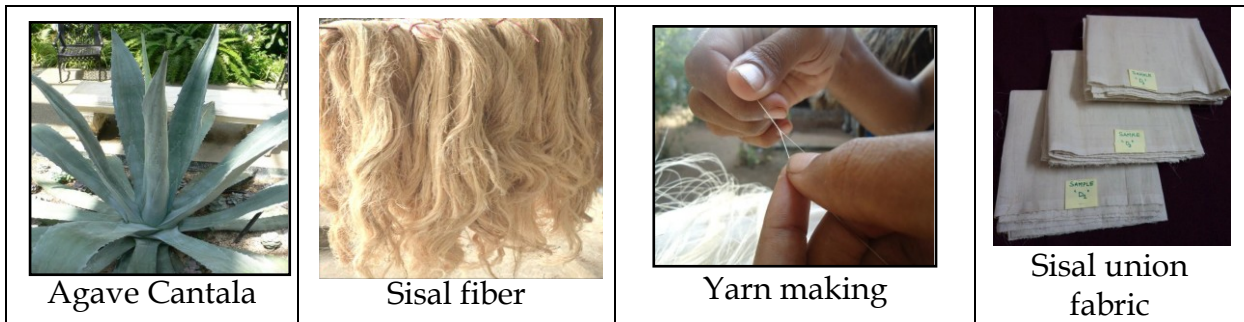
Sl. No	Project title	Investigators	Funding agency	Period / Duration	Budget Rs. in lakhs
1	Large scale production of natural dyes in replacing synthetic paints	<i>Dr.R.Geetha Reddy Associate Professor, Dept of HECM,PJTSAU, Hyderabad, (PI)</i> <i>Dr A Sharada Devi Emeritus Scientist, (Co- PI)</i>	TPCB	2016-17	100.00
2	Eco Holi Colours for Environment and Human Safety	<i>Dr.R.Geetha Reddy Associate Professor, Dept of HECM,PJTSAU, Hyderabad, (PI)</i> <i>Ms. Sireesha Deepthi as (Co-PI)</i>	PJTSAU	Feb- March 2017	5.10

### AICRP-H.SC

Area of Research and Projects	Objectives
<b>1.Women Empowerment</b>	
I. Techno-socio economic dimensions of women empowerment	<ol style="list-style-type: none"> <li>1. To understand the techno-socio economic dimensions of Farm families in agriculture in selected farming systems.</li> <li>2. To assess the level of techno socio economic empowerment of farm women in agriculture in selected farming system with specific reference to rice and dairy based farming system.</li> </ol>
II. Dynamics and performance of women groups in agriculture and allied sectors	<ol style="list-style-type: none"> <li>1. To study the dynamics of women self-help groups and their growth pattern.</li> <li>2. To study the factors contributing to sustainability of women groups and their empowerment</li> </ol>
<b>2.Food &amp; Nutrition security in selected farming systems</b>	
Characterization of Nutritional diversity in selected Cropping systems	<ol style="list-style-type: none"> <li>1. To assess the gaps related to food and Nutrition security of farm families</li> <li>2. To assess the effect of household processing on bioactive components of Agri produce</li> </ol>
Food based strategies to combat Nutritional problems among farm families	<ol style="list-style-type: none"> <li>1. To study the impact of food based approach to overcome Nutritional anemia and PEM among vulnerable groups</li> <li>2. Nutrition counseling / education with specific reference to Nutritional deficiencies and non communicable diseases in the operational villages</li> <li>3. Value addition of locally grown foods</li> </ol>

<b>3. Drudgery assessment and mitigation</b>	
Characterization of drudgery of women in the production environment and assessment of technology packages in mitigating drudgery	<ol style="list-style-type: none"> <li>1. To characterize drudgery of women in the selected production systems.</li> <li>2. To develop, upscale, transfer and evaluated packages of drudgery reducing options</li> </ol>
II. Developing database and evolving Nomograms for women's workload in agriculture, their physical capacity and fitness	<ol style="list-style-type: none"> <li>1. To characterize drudgery of women in the selected production systems.</li> <li>2. To develop, upscale, transfer and evaluated packages of drudgery reducing options.</li> <li>3. To generate database on women working in agriculture in terms of physical strength, fitness and work load.</li> <li>4. To construct Nomo grams to predict acceptable workload as per physical fitness and strength parameters.</li> </ol>
<b>4. Mitigating occupational health hazards</b>	
I. Functional clothing to combat occupational health hazards of farm workers	<ol style="list-style-type: none"> <li>1. To identify the occupational health hazards of workers engaged in agriculture and allied sectors.</li> <li>2. To design and develop functional garments/ accessories and assess their suitability and acceptability.</li> <li>3. Filed trials of developed garments/ accessories to assess their acceptability.</li> <li>4. Dissemination of the developed technologies.</li> </ol>
II. Utilization of plant sources for textile applications	<ol style="list-style-type: none"> <li>1. To identify plant sources and farm waste that has potential for textile applications.</li> <li>2. To optimize extraction technique of non-conventional fibers from plant sources and analysis of their properties.</li> <li>3. To optimize processes for value addition of underutilized animal fibers for diversified use.</li> <li>4. To optimize extraction technique and characterize plant resources for wet processing of textiles.</li> <li>5. To utilize non-conventional fibres and eco-friendly auxiliary agents for product development and popularization of technology.</li> </ol>
<b>5. Capacity building of Agrarian families</b>	
I. Empowering Youth for Quality Life	<ol style="list-style-type: none"> <li>1. To Characterize the youth on selected Parameters</li> <li>2. To identify the academically backward youth</li> <li>3. To assess the vocational aptitude of academically backward youth</li> <li>4. To impart aptitude based vocational intervention.</li> <li>5. To assess the impact of vocational intervention.</li> </ol>
II. Sensitizing rural families for the management of socio-emotional problems of youth	<ol style="list-style-type: none"> <li>1. To identify the socio emotional problems of rural youth.</li> <li>2. To find out the family environment perceived by rural youth &amp; mothers.</li> </ol>

	<ol style="list-style-type: none"> <li>3. To find out the Coping approaches used by rural youth &amp; mothers.</li> <li>4. To find out the awareness levels of mothers with regard to issues concerning youth.</li> <li>5. To empower the youth and their mothers with effective coping skills.</li> <li>6. To train the paraprofessionals at village level for identification and management of socio emotional problems &amp; for the Sustenance of Counseling center.</li> </ol>
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**Utilization of plant and animal fibers textile application**



**Mitigating occupational health hazards of farm workers engaged in agriculture and allied sectors.**

## MFPI – Quality Control Laboratory

The MFPI – Quality Control Laboratory has successfully maintained the accreditation status with NABL by passing out the “Surveillance Audit” as per ISO/IEC 17025:2005 QMS. The Lab has been successful in first ever International Proficiency Test Round conducted by M/S LGC; Lancashire, UK by scoring very good ‘Z’ scores for elemental analysis and proximate estimation. The Lab has been selected as Expert referral Lab for providing technical guidance for Labs in other Universities. During 2016-17, 3157 commercial samples have been analyzed generating an income of Rs. 8.30 Lakhs. Market sample analysis of food samples completed successfully for wide ranging collection. Under Bio fortification studies, 46 entries of 16 rice cultures were profiled for iron, zinc through optical emission spectrometry. Cost effective, eco friendly, long term seed storage protocols for revalidated Tellahamsa seed using gamma radiation in combination with free radical quencher Glutathione successfully developed and validated. Generation of fatty acid and amino acid profiles of 11 cereal, pulse and oil seed varieties of the University and processed products through gas and liquid chromatography respectively accomplished. Under GAP sample analysis advance stage rice cultures of the University were evaluated for grain quality parameters. Established research linkages with premier institutes/ agencies like APEDA, IICT, DST, ICAR, BARC, NABL, ISO, DBT, MANAGE, NAARM and other Universities like UAS, Raichur, SKLTSU, Dr. YSRHU, JNTU-H, JNTU-K, OSMANIA, NAGARJUNA University.

S No	Title	Name of the student	Name of the major advisor
<b>I. Department of Foods &amp; Nutrition</b>			
1.	Assessment of poverty and food security among women in agricultural sector – a study in coastal Odisha	Chitrotpala Devadarshni	Dr.K.Uma Maheswari
2.	Estimation of vitamin D status in individuals exposed to varying degree of sunlight and effect of supplementation	Afifa Jahan	Dr.K.Manorama
3.	Development and evaluation of finger millet based instant ragi ball (ragi mudda) mix	K.Eswari Sai Priya	Dr.K.Uma Maheswari
3.	Consumer satisfaction with solar water heaters	Ch. Bhavya Padmini	Dr.V.Vijaya Lakshmi
4.	Ergonomic evaluation and development of a fixed frame workstation design for fabric embellishment workers	Dilla Esther	Dr.A.Mrunalini
5.	<b>Designing Ergonomic Interventions for Cooks in Commercial Kitchens</b>	<b>E. Shirin Hima Bindu</b>	<b>Dr.Mahalakshmi V. Reddy</b>

## ii. Student Research

S No	Title	Name of the student	Name of the major advisor
<b>I. Department of Foods &amp; Nutrition</b>			
1.	Assessment of poverty and food security among women in agricultural sector – a study in coastal Odisha	Chitrotpala Devadarshni	Dr.K.Uma Maheswari
2.	Estimation of vitamin D status in individuals exposed to varying degree of sunlight and effect of supplementation	Afifa Jahan	Dr.K.Manorama
3.	Development and evaluation of finger millet based instant ragi ball (ragi mudda) mix	K.Eswari Sai Priya	Dr.K.Uma Maheswari
4.	Extraction evaluation and application of bioactive compounds from Costus igneus leaf (Insulin plant)	Thiruchenduran Somasundaram	Dr.K.Uma Maheswari
5.	Screening for quality and glycemic index of selected newly released rice varieties of northern Telangana zone, Telangana	R.Anitha	Dr.K.Manorama
6.	Nutritional profile of the elderly in the semi arid tropics ) villages of Mahaboobnagar district, Telangana District	Ch.Jyothi	Dr.K.Uma Devi
7.	Prevalence of childhood obesity and its association with hypertension among school children of Dehradun city, Uttarakhand	Ekta Belwal	Dr.K.Uma Devi
8.	Evaluation of biosynthesized nanoparticles from Momordica charantia extracts for its antioxidant and antimicrobial efficacy	Flora- Chizoba Ekezie	Dr.Jessie Suneetha.W
9.	Meso level situational analysis of nutritional status of children and prevalence of anaemia among children, adolescent girls and pregnant women in selected districts of India	Achiro Erid	Dr.K.Manorama
10.	Physico chemical and nutrient analysis and roti making quality of newly released sorghum varieties	S.Jyothi	Dr.T.V. Hymavathi
11.	Quality evaluation of extruded snacks prepared from quinoa blended with different starchy ingredients	Omar Alajil	Dr.T.V. Hymavathi
12.	Development and evaluation of instant omelette mix with egg and whey powder	K.V.V.s. Rajani Kumar	Dr.V.Vijaya Lakshmi
13.	Development and evaluation of stabilized rice bran incorporated baked products	K.S. Krishnegowda	Dr. K. Uma Maheswari
14.	Screening of tomatoes for development of lycopene enriched rice based ready to cook extruded products	R. Srivalli	Dr. B. AnilaKumari

15.	Development of rice bran and vegetable pomace powders enriched rice based ready to cook extruded products	N. Bhagyalakshmi	Dr.JessySuneetha
16.	Development and evaluation of value added shrikhand	J. Srinivas	Dr.Jessi Suneetha W
17.	Effect of Rice Bran Oil Spread on the Physical, Sensory and Fatty Acid Profile of Cake	RizwanaShaik	Dr.K.Aparna
18.	Effect of selected demographic characters on health related quality of life (HRQOL) in type 2 diabetic subjects of Hyderabad &Ranga Reddy districts of Telangana state	V. Daivashiromani	Dr.K. Aparna
19.	Physicochemical and rheological characterization of sweet sorghum grain starch + flour	J.Lakshmi Kavanya	T.V. Hymavathi
20.	Bioavailability of Iron from millet based recipes	M.Mounika	K.Uma Devi

<b>I. Department of Apparel &amp; Textiles</b>			
1.	Arecanut bamboo blended green textiles	Joyshree Ayekpam	Dr.D.Anitha
<b>II. Department of Home Science Extension and Communication Management</b>			
1.	ICT modules on Environment Education and their compatibility with learning style preferences of adult learners	M.Sujatha	Dr.A.Mary Swarnalatha
2.	Adult learning style compatibility of health and nutrition ICT modules-An analysis	N.Sunitha	Dr.P.Amala Kumari
3.	Information need analysis of diabetics - advocacy through SMS	Pretty Rani	Dr.Neela Rani
<b>III. Department of Resource management and Consumer Sciences</b>			
1.	Economic Implications of lifestyle diseases on family	N.Pavani	Dr.D.Ratna Kumari
2.	Consumer behavior on online buying among youth and adults in Twin cities	M.Ravali	Dr.P.Radha Rani
3.	Consumer satisfaction with solar water heaters	Ch. Bhavya Padmini	Dr.V.Vijaya Lakshmi

## **OBJECTIVE II**

To update the curriculum and courses of Home Science and strengthen teaching and evaluation, at UG and PG level.

### **UG Programme**

- As per the ICAR's V Dean's Committee recommendations, UG Curriculum was revised and being implemented from the academic year 2016-17 as B.Sc. (Hons) Community Science.
- Par alley the IV Dean's Committee recommended '4' years degree program i.e. B.Sc. (Hons), Home Science with 2+2 option, B.Sc (Hons) Food Science and Nutrition and B.Sc (Hons) Fashion Technology are continuing with II, III and IV year students.

### **PG Programme**

As per the ICAR's IV Dean's Committee recommendations, PG Curriculum of M.Sc (Nutrition & Dietetics) was revised and implemented from the year 2009-10.

### **Action Plan: On-going Academic Programmes and Activities**

Undergraduate Programme –

- 4 year degree (3+1) - B.H.Sc (Hons) Community Science.
- 4 year degree (2+2) - B.H.Sc (Hons) Home Science (Continued).
- 4 year degree (2+2) - B.Sc (Hons) Food Science and Nutrition (Continued).
- 4 year degree (2+2) - B.Sc (Hons) Fashion Technology (Continued).

### **Postgraduate Programme**

M.Sc (H.Sc) & PhD (H.Sc) – Foods and Nutrition

M.Sc (H.Sc) & PhD (H.Sc) – Family Resource Management

M.Sc (H.Sc) & PhD (H.Sc) – Human Development and Family Studies

M.Sc (H.Sc) & PhD (H.Sc) – Textiles and Clothing

M.Sc (H.Sc) & PhD (H.Sc) – Home Science Extension and Communication Management

### STAFF AS RESOURCE PERSONS (OUT SIDE ORGANISATION)

Sl. No.	Name /Designation	Programme	Organization/venue	Period
1	Dr. D. Anitha, Professor and Head, APTX department, PI Dr. Geetha Reddy, Dr. A. Sharada Devi, former Dean of Home Science	Bio Degradable Eco paint Production for Idol Painting with Natural Dyes on large scale	Hayatnagar	16.07.2016 September
2	Dr. K.Uma Maheswari, Professor, Head of the Department ,PG& RC, Department of Foods and Nutrition	Alternate uses of millets and Scope for entrepreneurship	Indian Institute of Millet Research”, Rajendranagar, Hyderabad .	26.08.2016
3	Dr.K.Uma Maheswari Professor and university head Dept of FN PG&RC	A lecture on alternate uses of millets and scope for entrepreneurship	Indian Institute of Millets Research, Hyderabad.	26-09-2016
4	Dr.K.Uma Maheswari Professor and university head Dept of FN, PG&RC	An alternate uses of millets and scope for entrepreneurship	Indian Institute of Millets Research, Hyderabad.	26-09-2016
5	Dr.K.Uma Maheswari Professor and university head Dept of FN, PG&RC	Innovative products technologies for millets	Indian Institute of Millets Research, Hyderabad	17-09-2016
6	Dr. K.Uma Maheswari, Professor and University Head of the Department of Foods and Nutrition, PG& RC & K.Rajeswari, Teaching Asspcoate (FN), PGRC	Toxicity of Heavy Metals - Phytoremediation Techniques for the participants of training programme on “Reshaping Agriculture and Nutrition Linkages for Food and Nutrition Security”	CRIDA, Hyderabad to 25 participants	15-11-2016
7	Dr.K.Uma Maheswari, Professor and University Head of the Department of Foods and Nutrition, PG& RC.	Product development technologies for millets	Indian Institute of Millets Research, Hyderabad	23-11-2016
8	Dr.K.Uma Maheswari, Professor and University Head of the Department of Foods and Nutrition, PG& RC	Pulses their important varieties, constituents and milling procedures	Indian Grain Storage Management and Research Institute, Hyderabad.	23-11-2016 to 22-12-2016
9	Dr.T.V. Hymavathi, Professor, PG&RC, Department of Foods and Nutrition	Processing of agricultural crops	SAMETHI, Hyderabad	11-1-2017

10	Dr.K.Uma Maheswari Professor & University Head, FDNT department	Product development technologies for Millets to the participants of training programme titled 'Empowering millets stakeholders through processing and commercialization of value added technologies	Indian Institute of Millet Research, Hyderabad	15-2-2017
11	Dr.T.V. Hymavathi , Professor	Nano applications in value addition of Agriculture and Horticultural crops	EEl	24-6-2017

## SCIENTIFIC ARTICLES PUBLISHED

S. No.	Name	Title	Journal Name	Volume No.	Year
1	Thiruchenduan S., K. Uma Maheswari, Jessie Suneetha W., T.N.V.K.V Prasad, and B. Rajeswari.	Screening for Plant Secondary Metabolites in Selected Indigenous Herbal Plants	Interdisciplinary Research	Vol:2, Issue:4	April, 2016
2	Dr. K. Uma Maheswari, Professor and Head of the Department and Srinath	Ultrasound technology in food processing	Current Advanced Research	Vol.5, Issue :4	April, 2016
3	Dr. K.Uma Maheswari, Professor and Head of the Department Foods and Nutrition,PG&RC and Srinath.	Formulations, standardization and quality evaluation of rice vermicelli prepared from flood affected paddy	International journal of Development Research	Vol:6, Issue:4	April, 2016
3	Dr. K.Uma Maheswari, Professor and Head of the Department	Effect of Flood on the physical quality of paddy and Rice (ORYZA SATAIVAL)	Current Research	Vol:5, Issue :4	May, 2016
4	Dr.K.Uma Maheswari , Sucharitha Devi S, Suneetha JW, and Prasad TNVKV	Invitro Carbohydrate Digestibility of Copper Nanoparticulated Bitter Gourd Extract by Chizoba Ekezie FG	Nutrition and Food Science	Vol:6, Issue: 2	June,2 016
5	N.Pavani, Ratnakumari, D. Vijayalakshmi, V. and Aparna, K	Psycho – social consequences of lifestyle diseases on family	International journal of information research	Vol:3, Issue:7	Aug,2 016
6	Dr.K. Uma Devi and B.Avinash	Trends in Tobacco and alcohol consumption in Nalgonda District	International journal of Science and Research	Vol:5,	Sept, 2016
7	Kamalaja T, Prashanthi M and Uma Maheswari K	Impact of Food Based Strategies on Nutrient Intake of Rural Adolescent Girls	Indian Journal of Nutrition	Vol:3, Issue :2	Sept ,2016
8	Milcah. P.M and Radha Rani.P	A gender differences in access to and control over farm resources	Home Science	Vol:2, Issue:2	Sept,2 016
9	Bhagya Lakshmi N., Jessie Suneetha, W., Uma Maheswari, K., Neeraja Prabhakar, B. & Anila Kumari, B	Nutritional profiling of rice bran and vegetable pomace powders incorporated extrudates	Science and Nature	Vol:7, Issue :3	Oct,20 16



10	Bhagya Lakshmi N., Jessie Suneetha, W., Uma Maheswari, K., Neeraja Prabhakar, B. & Anila Kumari, B	Analysis of Physical Properties in Value Added Extrudates	Advances in Life Sciences	Vol:5, Issue :17	Oct ,2016
11	Ronanki Srivalli, B. Anila Kumari, K. Uma Maheswari, B. Neeraja Prabhakar & Jessie Suneetha, W	Physicochemical Properties of Three Different Tomato Cultivars	Applied Sciences	Vol:4, Issue:3	Oct,20 16
12	Arunjyothi R, Uma Maheswari K, Prasanna Kumar R S	Effect of nutritional intervention on heamoglobin levels and diet pattern of adolescents involved in agricultural and allied activities	Academic Research	Vol:3, Issue-9	Sept,2 016
13	Srivalli R, AnilaKumari B, Uma Maheswari K, NeerajaPrabhakar, B and Jesse Suneetha W	Analysis of Antioxidant activity in PUSA RUBY tomato powder incorporated cold extrudates	Recent Advances in Multidisciplinary Research	Vol:103, Issue:10	Oct,20 16
14	Srivalli R, AnilaKumari B, Uma Maheswari K, NeerajaPrabhakar, B and Jesse Suneetha W	Physicochemical Properties of Three Different Tomato Cultivars of Telangana, India and Their Suitability in Food Processing	Applied Sciences	Vol:4, Issue :3	Nov,2 016
15	Srinivas J, Jessie Suneetha W, K.UmaMaheswari And N Krishnaiah	Sensory analysis and consumer acceptance of Value added shrikhand	Advances in Life Sciences	Vol:5, Issue:18	Nov,2 016
16	T. ArunaBharathi and Dr. P. Sreedevi	Study on the Self concept of Adolescents	International Journal of Science and Research	Vol:5, Issue: 10	Oct,20 16
17	Rosalin Mishra, Dr. P. Sreedevi	A Correlation Study on Parental Needs and Selected Demographic Variables of Parents with Autistic Children	Science and Research	Vol:5, Issue: 10	Oct,20 16

18	Bhavya Padmini, C.H., Vijaya Lakshmi Velivelli, and Radha Rani, P	Consumers faced problems with solar water heater	Information Research and Review	Vol: 03, Issue,10	Oct,20 16
19	Rosalin Mishra and Dr. P. Sreedevi	Parental perceptions towards their Autistic Children	Community Guidance & Research	Vol:33, Issue: 3	Nov,2 016
20	Bhavya Padmini, Ch., Vijaya Lakshmi, V and P, Radha Rani.	Factors influencing Consumer Satisfaction with Solar Water Heaters	The Journal Research PJ TSAU	Vol: 44(1&2):6 0 – 62.	Dec,2 016
21	Pavani, N., Ratna Kumari, D and Vijaya Lakshmi	Family health care costs of lifestyle diseases	The Journal Research PJ TSAU	Vol: 44(1&2):8 1-83	Dec,2 016

### OBJECTIVE III

To support the Government in training personnel and in implementation and evaluation of Home Science Programmes

#### TRAINING PROGRAMMES /SEMINARS / WORKSHOPS ATTENDED BY STAFF

SI No.	Name /Designation	Programme	Organization/venue	Period
1	Dr.S.Sucharitha Devi and Dr. B. AnilaKumari, Assistant Professors,	Optifood Tool Conducted by LANSA.	M S Swaminathan Research Foundation, Chennai.	04/04/2016 to 08/04/2016
2	<b>Staff and students of FN dept:</b> <ul style="list-style-type: none"><li>• K.Uma Maheswari, Professor, Head of the PG&amp; RC</li><li>• Dr.K.Uma Devi, Professor,</li><li>• Dr. Jessie Suneetha W Assistant Professor</li><li>• Dr.B. AnilaKumari, Assistant Professor and</li><li>• Students of B.Sc (Hons) Food Science &amp; Nutrition (75 No.) and</li><li>• B.Sc (Hons) Home Science (34 No.)</li></ul>	State level conference of IDA (AP and Telangana state) on the theme 'Dietetics & Diabetes	SVS Medical College, Mahaboobnagar	30.07.2016
3	<b>Dr.V. Vijayalakshmi,</b> Professor & Head, Department of Food and Nutrition.	Learning outcome of the 2 <sup>nd</sup> round of courses, sharing experiences from previous MOOCs.	Indian Institute of Technology Kanpur, PBCEC, visitors Hostel.	16-05-2016
4	<b>Dr.S.Sucharitha Devi,</b> Assistant Professor Department of Foods and Nutrition , PG&RC	Strategies in development of functional livestock products	College of Veterinary Science and Animal Husbandry, (DUVASU), Mathura, Uttar Pradesh.	21.11.2016 to 30.11.206
5	<b>Dr. K. Aparna and Dr. Jessie Suneetha, W,</b> Assistant Professor, Dept of FN, PG&RC	Designing and facilitating multi stakeholder partnerships for gender and youth sensitive food security	Bangalore	14-11-2016 to 25-11-2016

## POPULAR ARTICLES

Sl. No.	Name / Designation	Title	Magazine / news paper / news letter	Date / month / year
1	Dr.V. Vijayalakshmi , Professor & Head	Poshakalapette	Eenaduvassundhara	April,2016
2	Dr. M. Sarada Devi, Professor, Dept. of HDFS	Various queries of public in Counseling and Guidance column	Vartha News paper	April,2016
3	Dr. M. Sarada Devi, Professor, Dept. of HDFS	Suggestions to various queries of public	Vartha News paper	June,2016
4	Dr. K. Uma Devi, Professor	Egg and its importance in diet for different age groups and conditions	Sukhibhava, Eenadu	June,2016
5	Dr.K.Uma Maheswari , Sucharitha Devi S Srinath D and Mani A	Development and evaluation of ready to drink flavored rice milk beverage with flood affected rice	The J.Res. PJTSAU 43 (1&2) 79-82.	June,2016
6	Dr. M. Sarada Devi, Professor, Dept. of HDFS	Weekly suggestions to various queries of public in Counseling and Guidance column	Vartha News paper	July,2016
7	Dr.K. Uma Devi, Professor Department Food and Nutrition	Sukhi bava	Eenadu daily news paper	Dec,2016
9	Dr. M. Sarada Devi, Professor, Dept. of HDFS	Weekly suggestions to various queries of public in Counseling and Guidance column	Vartha News paper	Jan,2017
10	Dr.K.Uma Maheswari	Boppailoparipak vathaSuchanalu	Rythunestham farmers magazine	Jan,2017
11	Srinath D, Dr.K.Uma Maheswari and Veena Joshi in Rythunestham	Narinjalo paropakvatha Soochikalu	Rythunestham farmers magazine	Feb,2017

## RADIO TALKS

Sl. No.	Name / Designation	Title	Date of broadcast	Place / venue
1	Dr.V. Vijayalakshmi , Associate Dean	Chirudhanyaluposhakalag hanulu	21-4-2016	AIR Hyderabad
2	Dr.K. Uma Devi, Professor Food and Nutrition department	Preservation of Vegetables and Fruits	23-4-2017	AIR Hyderabad
3	Ms. V. Sujatha Teaching Associate, Department of Food and Nutrition	Importance of Nutritious food in school children with emphasis on suitable recipes for packing lunch boxes	24-5-2016	AIR Hyderabad
4	Dr.V. Vijayalakshmi	Stree la ku Somporna Aaharam	1-9-2016	AIR Hyderabad
5	Dr.K. Uma Devi, Professor Food and Nutrition.	Aaharam lo sukshma dhathuvula Aavasyakatha	3-9-2016	AIR Hyderabad
6	K.Uma Maheswari, Professor and University Head of the Department of Foods and Nutrition PG& RC.	Mana aaharmlo Poshakalu	1-9-2016	AIR Hyderabad
7	Dr.T.V.Hymavathi, Professor, PG&RC,	Poshakahara vikrayam dvara adayam	4-9-2016	AIR Hyderabad
8	Dr.T.V.Hymavathi, Professor, PG&RC, Department of Foods and Nutrition	kishora avastalo poshakaharam	20-12-2016	AIR Hyderabad
9	Dr. T.V. Hymavathi, Professor, PG & RC, Department	The food habits of the adolescents in Sravanthi	2-1-2017	AIR Hyderabad
10	T.Akhil and P.Ashika of B.Sc (Hons.) Fashion Technology (Students)	Uulu Dustulu-Vati melukuvalu mariyu jagrathalu	24.01.2017.	AIR Hyderabad

## T.V. PROGRAMMES

Sl. No.	Name / Designation & Department	Title	Date of Telecast	Place / venue
1	Dr. D. Anitha, Professor & Head and Ms. S. Lakshmi Pooja, Assistant Professor	Methods of Resist Dyeing, Techniques of Tie & Dye , Dyeing with Synthetic Dyes and Batik Dyeing	03-05-2016	Vanitha TV
2	Dr. P. Radha Rani, Professor, Department of RMCS	Effects of Adulteration and how to detect adulterants from some food items		Telangana Television
3	Dr. M. Sarada Devi, Professor and Head, Dept	Rupture of Marriage	10-6-16	Vanitha T.V
4	Dr.V.Vijayalakshmi, Associate Dean Food and Nutrition Dept.	Importance of Nutrition during Adolescence	19-7-2016	DD Yadgiri
5	Dr.K. Uma Devi, Professor , Food and Nutrition department	Importance of Nutrition during Adolescence	19-7-2016	DD Yadgiri
6	Dr.M.Sarada Devi, Professor, Dept. of DFS	Domestic Voilence	30-7-2016	Vanitha TV
7	Dr. K.Uma Maheswari, Professor & University Head of the FN	SustheramaiynaArogyaniki Ammapalu and World Breast feed week	1-8-2016	Doordarshan Yadagiri
8	Dr.T.V.Hymavathi, Professor, PG&RC, Department	Diet during Adolescent	9-8-2016	Doordarshan Yadagiri
9	Dr.S.Sucharitha Devi, Assistant Professor, Department of Foods and Nutrition	Yukthavayasulo Poshakaahara Lopalu vate Nevarana	23-8-2016	Doordarshan (Yadagiri)
10	Dr. Jessie Suneetha.W, Assistant Professor, Department of Foods and Nutrition	Yukthavayasulo Arogyaniki Samathula Aharam	6-9-2016	Doordarshan (Yadagiri)

11	Dr.B.Anila Kumari, Assistant Professor, Department of Foods and Nutrition	School Lunch Box lo Smathula Aharam	13-9-2016	Doordarshan (Yadagiri)
12	Dr,M,Sarada Devi, Professor, Dept. of HDFS	Jeevana bandhalu Family conflicts Autism Spectrum Disorders	6.10.16 13.10.16 20.10.16	DD Doordharshan
13	V.Sujatha Teaching Associate, FDNT dept	Adolescence nutrition and problems	14-10-2016	yadagiri DD
14	Dr.S.Sucharitha Devi Assistant Professor, PG&RC, Dept	Weaning Foods for children in JeevanaBandhalu	25.10.16	Saptagiri channel
15	Dr.T.V.Hymavathi, Professor, PG & RC, Dept. of Foods and Nutrition participated	Jeevana Bandhalu	8. 11.16	DD Yadagiri
16	Dr,P. Sreedevi, Assistant Professor, Dept. of HDFS	Geevana Bandhalu	23.11.16	DD Saptagiri (Doordharshan
17	Dr.B.Anila Kumari, Assistant Professors, Department	Madhumaham-aharaniyamalu	6-12-2016	Doordarshan (Yadagiri)
18	Dr.K.Uma Maheswari, Professor and University Head of the Department	Role of cholesterol in human health	13-12-2016	Doordarshan (Yadagiri)
19	Dr. Jessie Suneetha.W, Assistant Professors, Department	sthulakayam –ahara niyamalu	29-12-2016	Doordarshan (Yadagiri)
20	Dr. M. Sarada Devi, Professor, Dept. of HDFS	Family conflicts	29.12.16	DD Yadagiri
21	V. Sujatha, Teaching Associate, Dept. of FDNT	Nutritional needs of Special children	24.1.17	DD Yadagiri
22	T. Supraja, Assitant Professor	Management of Pre Diabetes	24.1.17	DD Yadagiri
23	Dr. M. Sarada Devi, Professor, Dept. of HDFS	Psychological problems during Middle Adulthood	3.2.17 and 9.2.17	DD Yadagiri
24	Dr,M,Sarada Devi, Professor, Dept. of HDFS	Family problems and Divorce case	Sept,2016	DD Yadagiri
25	Dr.T.V.Hymavathi, Professor.	Documentary on the Millet processing and Incubation centre	17-7-2017	DD Yadagiri

## External Examiners

- Mrs. S. Sirisha Deepthi, Assistant Professor, Dept.of TXAD being nominated as External Examiner for Conducting Practical Exam on 29.04.2016 in ‘Fabric Testing Lab’ at University College of Technology (A), Osmania University, Hyderabad, Telanagana.
- Ms. S. Lakshmi Pooja, Assistant Professor, Dept. of TXAD is nominated as External Examiner for Conducting Practical Exam on 30.04.2016 in ‘Apparel Pattern Designing Lab’ at University College of Technology (A), Osmania University, Hyderabad, Telanagana.
- Dr.S.Sucharitha Devi, and Dr.B.Anila Kumari Assistant Professors, Department of Foods and Nutrition participated as External Examiner for B.Sc (Hons) Home Science Students of 3<sup>rd</sup> year and four papers for evaluation on 10.08.2016 and 11.08.2016 at College of Home Science, Department of Foods and Nutrition, OUAT, Bhubaneswar, Orissa.
- Dr.V.Vijayalakshmi went to Orissa University of Agriculture and Technology, Bhubaneswar as an external examiner from 10-08-2016 to 12-08-2016.
- Dr. Jessie Suneetha.W and Dr.B.Anila Kumari Assistant Professors, Department of Foods and Nutrition were nominated as external experts at ‘RBVRR A.P Police Academy for selection of cooks on 31/8/2016.
- Dr .V. Vijaya Lakshmi, Associate Dean, Professor and Head was nominated as external examiner for on line comprehensive exams of M.Sc. and PhD of Tamilnadu Agriculture University.
- Dr.V.Vijaya Lakshmi, Associate Dean, Professor and Head was nominated as external examiner for setting final examination papers for B.Sc Rural Home Science, UAS Dharwad.
- K.Uma Maheswari, Professor and University Head of the Department of Foods and Nutrition PG& RC, nominated as External examiner for Ph D student at AAU, Jorhat, Assam . Viva was conducted on 2-12-2016.
- Mrs.T.Supraja Assistant Professor went as external examiner for XII standard CBSE students of Nazar School , Khairthabad on 07.02.2017.
- Dr.K.Uma Maheswari, Professor & University Head, Department of Foods & Nutrition, PGRC,PJTSAU, Hyderabad is nominated as external examiner to conduct Ph.D. Viva Voce examination for Ms. Kovuru Vijayalakshmi, Ph.D. student , Department of Home Science, S.P.Mahila Viswavidyalayam, Tirupati on 20-02-2017.
- Dr.K. Uma Maheswari, Professor & University Head, Department of Foods & Nutrition, PGRC, PJTSAU, Hyderabad nominated as external examiner to evaluate Ms. Bidalakshmi Loukrakpam on the progress of her Ph D work entitled ‘Studies on food system of Meitei community of Manipur and its nutritional implications’ for up-gradation to Senior Research Fellow on 27-2-2017 at National Institute of Nutrition, Hyderabad.
- Dr.S.Sucharitha Devi, Assistant Professor, participated as an external examiner for Home Science students at future kid’s school, Pappula guda, Hyderabad.



## Significant Events

- Dr.K.Uma Maheswari, Professor & University Head department of Foods and Nutrition and Programme Director (Food Technology) took charge as Director-CAFT-H.Sc., PJTSAU, Hyderabad on 2-04-2017.
- Brainstorming Session was organized at College of Home Science, Hyderabad on 29-04-2016 about “Issues Related to Large Scale Production of Bio-Degradable Natural Dye Paints for Idol Painting “organized under the External Funded Project TSPCB, Hyderabad. Dr. Deva Kumar, Former ADG and Expert has chaired the session along with PI Dr. A.Sharada Devi ,Emeritus Scientist who has convened the meeting. Mrs. Radikha, Project officer TSPCB represented the Pollution Control Board. Dr. V. Praveen Rao, Registrar and Special Officer, PJTSAU and twenty members including Ganesh Ustav Committee members, Managing Directors from various NGO’s including Jagruthi, SAVE, Hyderabad Goes Green, Sukki Exnora; Machine Fabricators, Agricultural Engineers etc. attended the session.
- The IV year Fashion Technology and Home Science students participated in painting of Ganesh idols with natural dyes on two days – 02.09.2016 and 03.09.2016. The students also participated in the sale of Ganesh Idols at the college campus.



- As part of the practical course, Public Relations and Social Marketing, III rd year students of HECM department organized campaigns on "Popularisation of ECO HOLI colors from natural resources" in various locations of Hyderabad. Students did a market survey to understand the situation before the campaign and at the end they conducted a "Flash mob" to attract the participants and all the onlookers towards the Eco Holi colors on 26th February & March 5<sup>th</sup>, 2017 of "Pinkathon Run" & "She team 5K Run". They disseminated the messages on natural colours, through direct contacts, social media such as face book, Whats app, mobile phones and Emails along with wide coverage in print and electronic media.

## Campaign and sales conducted by students of Social Marketing in Necklace road



- Dr.K.Uma Maheswari, Professor is nominated as selection Committee Member for Women Development and Child Welfare Department and conducted interviews for consultancy in World Bank assisted ICDS at Hyderabad on 10.06.2016.
- Under “Science Congress district science project for high school children” Knowledge and awareness was given regarding nutritional significance of Telangana traditional recipes to Krishi high school children. Under supervision of Dr. K. Uma Maheswari, Professor & University Head, students of B.Sc. (Hons) Food Science and Nutrition, demonstrated some Telangana traditional recipes and information regarding methods and nutritional importance was given in form of hand outs.



- Dr. V. Vijaya Lakshmi, Associate Dean, Professor and Head was nominated as reviewer for on line Food and Nutrition Science Journal
- Dr. D. Anitha, Professor & Head, Dept. of RMCS has nominated as Expert Member for the Academic Council for a period of three years from 2016 -2019 for University College of Technology, Osmania University, Hyderabad, and Telangana.
- Dr A Mrinalini, Professor, Associate Dean & Dean In charge, College of Home Science, Hyderabad won National Academy of Science and ICAR Award for Innovation and research on farm implements and she will receive it on Saturday i.e. 16-07-2016 from Prime Minister at New Delhi.



- K.Uma Maheswari, Professor and University Head of the Department of Foods and Nutrition PG& RC is nominated as External Member of Board of studies of S.V. University, Tirupati for a period of two years from 25-07-2016 to 23-02-2019 to offer expert advice in revision of course curricula under Home Science and Food Technology.
- College of Home Science, saifabad, Hyderabad has established campus radio entitled JALS JOSH.. ninna manadae! naedu manadae!! raepu manadae!!!, to enhance the communication skills of the students. Honorable Vice chancellor has launched the signature tune of the programme on 25.7.16. The signature tune is composed and sung by the students. The Campus Radio programme" Jalsa Josh" was inaugurated by Dr. V. Praveen Rao, the first Vice Chancellor, PJTSAU on 25-7-2016. The Campus Radio programme "Jalsa Josh" inaugurated by the first Vice Chancellor of PJTSAU ,Dr. V. Praveen Rao on 25.07.2016



- K.Uma Maheswari, Professor, Head of the Department PG& RC, Department of Foods and Nutrition organized and chaired a technical session at state level conference of IDA (AP and Telangana state) held at SVS Medical College, Mahaboobnagar on 30.07.2016. Dr.K.Uma Devi, Professor, Dr. Jessie Suneetha W and Dr.B. AnilaKumari, Assistant Professors and students of B.Sc (Hons) Food Science & Nutrition (75 No.) and B.Sc (Hons) Home Science (34 No.) also participated in the conference on “Dietetics&Diabetis” at SVS Medical College, Mahabubnagar on 30.07.2016.



- Dr. Kathiravan Krishnamurthy, Assistant Professor of Food Science and Nutrition , Illinois Institute of Technology, Chicago visited PJTSAU, Hyderabad on 16-8-2016 and delivered a talk on ‘Novel and emerging food processing technologies for enhancing food safety, quality and nutrition’.



- MFPI – Quality Control Laboratory has successfully maintained the accreditation status with NABL by passing out the “Surveillance Audit” as per ISO/IEC 17025:2005 QMS. The Lab has been successful in first ever International Proficiency Test Round conducted by M/S LGC; Lancashire, UK by scoring very good ‘Z’ scores for elemental analysis and proximate estimation. The Lab has been selected as Expert referral Lab for providing technical guidance for Labs in other Universities.
- The final year of Food and Nutrition (35) students participated in “Eat Right and Live Bright-Walkathon” from KBR National park to Basava Taraka Institute of cancer and arranged Exhibition on “Nutrition through life cycle” organized by Dietitians and Nutritionists of Hyderabad and Secunderbad on 18-09-2016.

- Students of B.Sc (Hons) Food Science and Nutrition celebrated World Food Day at Post graduate and research center, PJTSAU, Rajendranagar, Hyderabad, in collaboration with India Dietetic Association (Telangan and AP chapter ). Dr. K. Uma Maheswari, Professor & University Head, Dr. P. Janaki Srinath ,Consultant Nutritionist, National Executive Member, Indian Dietetics Founder, Nutrifit (Diet and nutrition and weight management centre), Dr. Uma Devi, Professor, Department of Foods and Nutrition, Dr. Sara Kamala, Senior Scientist, ACRIP graced the occasion. All the staff members and students of PGRC and College of Home Science participated in the programme.



- ICAR monitoring and review team visited College of Home Science on 17<sup>th</sup> January 2017, interacted with the staff and students and visited the labs in all the departments.



**OBJECTIVE IV:**

To disseminate the Home Science information to personnel of line departments, Research Institutes, State Agricultural Universities etc.

**CAFT – H.Sc News Letter:** To disseminate research highlights of various aspects of Home Science to different sectors and its personnel a CAFT News letters are brought out by Centre for Advance Faculty Studies. During the report period, News Letters were brought out for circulation among the line departments and the organizations involved in Home Science subject's related programmes and to disseminate Home Science information to personnel of different sectors.

### 11<sup>th</sup> Issue September 2016 – CAFT - H.Sc News Letter

Center for Advanced Faculty Training in Home Science  
Professor Jayashankar Telangana State Agricultural University, Hyderabad.

Issue No. 11  
April 2016 - September 2016  
News in Brief

**CAFT - H.Sc. NEWS LETTER**  
April 2016 - September 2016

**Training programme on  
"New Media for Development Communication:  
Measuring tools and techniques"**

India is a developing country with lot of achievements in all the fields of modern day life including that of science & technology, agriculture and industry. Development communication is at the very heart of this challenge: it is the process by which people become leading actors in their own development. WHO says that it is those who write or produce programmes on issues related to development are called development communicators. The teachers, scientists involved in research and extension activities of State Agricultural Universities are development communicators in varied fields of agriculture and allied sectors and they should be self-reliant in application of development communication.

New media technologies have also been put to serious use for development communication. Websites and blogs, streaming audio and video, chat rooms, social media and sharing platforms, apps etc., are some on the list of new media technologies using for development communication.

The qualitative and quantitative analysis of impact of new media on stakeholders is possible through built in metrics available with the technology. Indicators such as page views, clicks, ratings, visitor engagement rate, conversions rate, distributions, sharing, ROI etc., can be tracked, apply applying measuring tools and techniques. In view of UNs recommended new set of 17 Sustainable Development Goals (SDGs) which are to be achieved by the year 2030, a mighty path has to be planned and laid towards dissemination of technological information to the stakeholders by the personnel of State Agricultural Universities.

The training programme on **New media for development communication: Measuring tools and techniques** is an exposure to application of new media in interested issues of development communication and study the impact.

**Objectives**

1. To sensitize the participants towards need for application of new media in development communication.
2. To expose to various new media and impact measuring tools and techniques
3. To provide hands-on-experience in using new media measuring tools and techniques.

SDGs ahead by 2030

Center for Advanced Faculty Training (CAFT) - Home Science

**Campus Radio programme "Jalsa Jush"**  
జల్సా జుష్టు.....(Lable), జుష్టు జుష్టు జుష్టు జుష్టు జుష్టు (Tag line)  
(Meaning: Label: Flavor of togetherness, Tag line: yesterday, today and tomorrow are ours)  
Connecting the campus with 20 speakers, campus radio which will be managed totally by students.  
The Campus Radio programme "Jalsa Jush" was inaugurated by Dr. V. Praveen Rao, the first Vice Chancellor, PJTSAU on 25-7-2016. The 3<sup>rd</sup> year students of the Department of HECM are broadcasting the radio programmes involving the students of all the departments every day.

**Achievements Corner**  
Dr. A. Mrunalini, Unit Coordinator and Principal Scientist, Family Resource Management, received national award NASI – ICAR Award- for Innovation and research on Farm Implements and recognition for her work carried out under AICRP on Drudgery reduction Technologies for farm women under Home Science on 16<sup>th</sup> July 2016 at New Delhi.

**K.Uma Maheswari**, Professor and University Head of the Department of Foods and Nutrition PG& RC, organized and chaired a technical session at state level conference of IDA (Telangana and AP state) on "Dietetics & Diabetes" held at SVS Medical College, Mahabubnagar on 30.07.2016. Dr. K. Uma Devi, Professor, Dr. Jessie Suneetha W and Mahabubnagar on 30.07.2016. Dr. B. Anila Kumari, Assistant Professors and students of B.Sc (Hons) Food Science & Nutrition (75 No.) and B.Sc (Hons) Home Science (34 No.) also participated in the conference.

**NABL Accreditation for Quality Control Laboratory**  
The team of Quality Control laboratory succeeded in achieving the NABL (National Accreditation Board for Testing and Calibration Laboratories) Accreditation for Chemical testing services which provides an array of analytical services in food and feed testing. The lab was accredited on 14<sup>th</sup> October 2015 for a period of 2 years.

**Dr. A. Mrunalini** took charge as Associate Dean, College of Home Science, and Dean I/c Faculty of Home Science, PJTSAU, Hyderabad on 2-5-2016.

**Dr. K. Uma Maheswari** took over the charge of CAFT-H Sc Director - PGRC PJTSAU, Hyderabad from 1-4-2016.

**CAFT - Home Science Office Address**  
Dr.K.Uma Maheswari  
Director - CAFT - H.Sc  
Post Graduate & Research Center,  
Professor Jayashankar Telangana State Agricultural University,  
Rajendranagar, Hyderabad-500030.  
Email:caft@pjtssau@gmail.com,(O) 040-24015377

The Center for Advanced Faculty Training-Home Science News Letter is Published by the college of Home Science, PJTSAU, Rajendranagar, Hyderabad. The funds are generated by the ICAR, New Delhi.

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News No. 11 | Sept 2016

**WORK PLAN PROPOSAL OF CENTRE FOR ADVANCED FACULTY TRAINING  
FOR THE YEAR 2017–18 - FOR APPROVAL**

**College of Home Science, Post Graduate & Research Centre,  
Professor Jayashankar Telangana State Agricultural University,  
Rajendranagar, Hyderabad - 500 030**

**I. OBJECTIVES**

- To serve as a national resource and training centre for faculty in the frontier areas of Home Science.
- To update the curriculum and courses of Faculty of Home Science to strengthen Teaching and evaluation at UG and PG level.
- To support the government in training personnel.
- To disseminate home science information to personnel of different sectors.

**II. OUTPUTS / PROGRAMMES TO BE IMPLEMENTED DURING THE YEAR  
2017 - 2018**

**OBJECTIVE 1**

**To serve as a national resource and training centre for faculty in the field of Home Science in State Agricultural Universities**

**ACTION PLAN**

**A. Short courses: Conducting one 21 Days Training program in the priority areas of Home Science as per the need.**

**1. Topic of Training Programme:** “Student READY programme in Home Science Modalities and Guidelines for Programme implementation”

**Justification of the proposed programme:**

The Student READY (Rural Entrepreneurship Awareness Development Yojana) programme aims to provide rural entrepreneurship awareness, practical experience in real-life situation in rural agriculture and creating awareness to undergraduate students about practical agriculture and allied sciences. The programme will help in building confidence, skill and acquire Indigenous Technical Knowledge (ITK) of the locality and thereby, preparing the passed out students for self-employment. It also aims to provide opportunities to acquire hands-on-experience and entrepreneurial skills. To reorient graduates of agriculture and allied subjects for ensuring and assuring employability and develop entrepreneurs for emerging knowledge intensive agriculture, it was felt necessary to introduce this program in all the AU's as an



essential prerequisite for the award of degree to ensure hands on experience and practical training.

In Home Science / Community Science two modules have been suggested by ICAR for implementation as;

**Module 1: Product Development and Entrepreneurship:** This module aims to grant practical knowledge to students regarding product development and entrepreneurship, covering all aspects related to income generation through production and sale of clothing and textiles, and interior decoration products and also the management of their entrepreneurial ventures.

**Module 2: Community Nutrition and Welfare** This module aims to impart practical knowledge to students regarding community welfare encompassing all the aspects viz. diet counseling, food preservation, food service and hospitality management, Nutraceuticals and health foods, early childhood care, education and counseling for parents/ community, multimedia and video production. Students would be ready to conduct and manage community welfare programs independently.

Since this being a new concept from ICAR guidelines with various components involved in organizing the programme, the faculty involved in offering this programme need to be oriented towards successful implementation of the programme.

**Training Programme Title :’’ Student READY programme in Home Science Modalities and Guidelines for Programme implementation’’**

**Venue with full postal/e-mail address and office phone/fax numbers:**

- a. Venue: Post Graduate & Research Centre, PJTSAU, Rajendranagar
- b. Email address: [cafthscpjtsau@gmail.com](mailto:cafthscpjtsau@gmail.com)
- c. Phone number: 040 24015377, Fax No. : 040 24015377

**Proposed dates :From 1<sup>st</sup> November 2017– to 21<sup>st</sup> November 2017**

**Other Priority areas identified for Short Courses**

- Nano-technology and its application for product enhancement
- Specialized Training Programme on ‘**Biostatistics**’
- Value chain in product design and development
- Nutrition based extension systems
- Exclusive training on each new media- Web portal development, Virtual class room creation and App design and development
- Frontline Technologies for Farm Women Empowerment

### **OBJECTIVE 1 B. ALLOCATION OF SEATS UNDER PG PROGRAMME**

Provision of seats in M. Sc. and Ph. D. in Home Science to outside State candidates selected through a common test conducted by ICAR.

### **OBJECTIVE 1 C. RESEARCH**

#### **ON –GOING RESEARCH**

CAFT center will continue on the on-going projects sponsored

- DST
- UNICEF
- RVK – AP
- RKVY - ICAR
- PCB - TS

Some of the projects proposed by the faculty to funding agencies will be taken up during the academic year 2017 – 2018.

### **OBJECTIVE 2**

To update the curriculum and courses of Home Science to strengthen teaching and evaluation at UG and PG level

#### **ACTION PLAN**

Undertake necessary revision in UG curriculum of Home Science (Community Science) as per the V Dean's committee recommendations of ICAR recommendation report. Accordingly undertake necessary revision in P G curriculum also.

### **OBJECTIVE 3**

To support the Government in training personnel and in implementation and evaluation of Home Science programmes

#### **ACTION PLAN**

Assessing and developing the training needs of the line departments (Women's Development & Child Welfare; Social & Tribal Welfare, Panchayat Raj & Rural Development) through meetings and group discussions. Trainings are planned to train the functionaries from Women Development and Child Welfare department on request of the WDCW dept. Home Science information through mass media (TV, Radio and Press) for awareness creation.

#### **OBJECTIVE 4**

To disseminate Home Science information to personnel of different sectors

#### **ACTION PLAN**

Bring out the CAFT News letter for circulation among the line departments and the organizations involved in home science related programmes.

Special issues of news letters on the topics related to the proposed training will be taken up to give lots of pre-orientation to the training. Latest developments in the department Apparel and Clothing, Foods & Nutrition, Resource Management and Consumer Sciences, Human Development & Family Studies, Home Science Extension and Education Management will be brought out.

These will be made access to public through CAFT web portal.

Updating of CAFT web portal will be taken up time to time.

**Budget Proposal under CAFT-H.sc, PJTSAU, Collage of Home Science PG & Research Center, Hyderabad for the year 2017-18**

S. No.	Particulars	Amount (Rs.)	Remarks
1	21 days Training Programme	3,75,000.00 *	
2	Recurring Contingencies including staff salaries *	6,00,000.00	
3	TA/DA	50,000.00	
GRAND TOTAL		Rs. 10,25,000.00	

\* The budget sanctioned under boarding charges for each participant for training programme is Rs.200/- only which is not at all sufficient in view of increase in the cost of food items. To provide a decent meal with minimum cost the budget sanctioned may please be enhanced to Rs. 400/- per participant/ day which may result in the enhancement of budget under boarding charges to **Rs. 2,10,000/-** ( @ Rs.400/ participant / 20 participants / 21 days ).

\* Staff salaries includes contractual service charges of RA (6 months), computer operator (12 months) and audio visual operator (12 months).

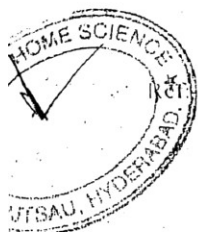
PROF. JAYASHANKAR TELANGANA STATE AGRICULTURAL UNIVERSITY  
ADMN.OFFICE: RAJENDRANAGAR: HYDERABAD-500030

\* \* \*

Procs.No.763/Ser.T/A2/2015

Dated:17.09.2016

Sub:- PJTSAU – Centre of Advanced Faculty Training (CAFT) in Home Science  
– Sanction of Rs. 8,25,000/- to meet the expenditure during the year 2016-17 – Orders – Issued.



1. F.No.Ag.Edn/1/16/2016/CAFT/HRD, dt:10.8.2016 of AD General (HRD), ICAR, New Delhi.
2. Lr.No.109/CAFT-II.Sc/CHSc/Hyd/2016-17; dt:27.8.2016 of Professor and Director, CAFT, PG & RC, CHSc, Hyderabad.

###

The ICAR, New Delhi has sanctioned a total amount of Rs.8,25,000/- (Rupees eight lakhs twenty five thousand only) for the financial year 2016-17 including the unspent balance amount of the financial year 2015-16 to conduct training courses under Centre of Advanced Faculty Training (CAFT) to Home Science, Post Graduate & Research Centre, Rajendranagar vide reference 1<sup>st</sup> cited and transferred an amount of Rs.7,94,384/- ( Rupees seven lakhs ninety four thousand three hundred and eighty four only) through online into the PJTSAU University Account.

Accordingly, the Professor-cum-Director, CAFT-II.Sc, PG & RC, R'Nagar, Hyderabad has requested the University to accord sanction for an amount of Rs. 8,25,000/- (Rupees eight lakhs twenty five thousand only) for the financial year 2016-17 including the unspent balance of an amount of Rs. 30,616/- for the financial year 2015-16.

In view of the above, sanction is hereby accorded for an amount of Rs. 8,25,000/- (Rupees eight lakhs twenty five thousand only) to the Professor-cum-Director, Centre of Advanced Faculty Training in Home Science, Post Graduate & Research Centre, Rajendranagar towards the implementation of the CAFT programme as per the following budget split up given by ICAR.

S.No.	Budget Head	Amount (Rs.)
1.	Trainings on "New media for development communication: Measuring tools and techniques. from 6-9-2016 to 6-10-2016.	Rs.3,75,000/-
2.	TA & DA	Rs.50,000/-
3.	Recurring Contingencies	Rs.4,00,000/-
	Total amount sanctioned for the year 2016-17	Rs.8,25,000/-
	Less unspent balance as on 31.03.2016 available with University	(-)30,616/-
	Net amount to released for the year 2016-17 by ICAR New Delhi	Rs.7,94,384/-

The above expenditure shall be met from the following Head of Account:-

- \*323100 – ICAR – Plan Education
- 323114 – CAFT in SAUs at PGRC, R'Nagar"

P.T.O.

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These orders are issued with the concurrence of the Comptroller, PJTSAU vide C.No.88, dt:17.09.2016.

S. Sudheer Kumar  
Registrar.

To

The Professor & Director, CAFT-H.Sc. CHSE, Hyderabad.

Cc to the Asst. Comptroller, RAO, Rajendranagar.

Cc to the Associate Dean, College of Home Science, Hyderabad.

Cc to Grants /Budget Section, Admn.Office, Rajendranagar.

Cc to: PA to Dean of Home Science, Admn.Office, R'Nagar

Cc to: PA to Comptroller, Admn.Office, R'Nagar

Cc to SF/SC

//Forwarded by order//

*K. Suresh*  
Superintendent

10/11/95

Andhra Pradesh Agricultural University  
Admn. Office: Rajendranagar: Hyderabad: 30

Proceedings No. 37735/H.Sc./A1/94

Dated : 22-9-1995

Sub: ICAR - Centre of Advanced Studies at Postgraduate & Research Centre, Rajendranagar - Orders - Issued.

Ref: Lr.No.1-2/93(CAS)/UNDP, dated 11-11-1994 of the Asst. Director General (UNDP), ICAR, New Delhi-12.

In the letter cited, the ICAR has communicated sanction orders for establishment of Centre of Advanced Studies in the Dept. of Foods & Nutrition in the faculty of Home Science at Postgraduate & Research Centre, R'Nagar at total cost of Rs.41.25 lakhs to be borne fully by ICAR during the plan period. The duration of the project is five years on the following terms and conditions:

- i) the Head of the Deptt. will function as Prof. cum Director of CAS, appointed on merits, in the scale of pay not less than Rs. 4500-7300;
- ii) the host institution will provide infrastructural facilities and other ancillary support, required for the effective functioning of the project and permit the teachers/scientists of the CAS to share the facilities required for their work available at the host institution;
- iii) the host institution to take expeditious action to recruit staff and provide the agreed facilities and absorb the supporting and non-technical staff appointed under the project, on closure of the project;
- iv) to give Prof. cum Director full freedom and powers to operate the allotted budget of the Department/CAS and sanction expenditure, effect procurement. The Prof. cum Director has to work under the overall administrative control of the host institution.
- v) the equipment, stores and other items of capital nature acquired for the project out of the grants given by the council shall be maintained in good condition and proper record for all such equipments will be maintained. These will be the property of the council until transferred to the University.
- vi) the University will take over the financial provision made in this project after a period of five years and will include the allocations for CAS in their budget plan subsequently.
- vii) ICAR grant will be used strictly on items for which it has been sanctioned and Audit Utilisation Certificates (AUCs) will be submitted by the University as per ICAR norms.
- viii) the host institution will provide adequate funds to match operating costs and contingencies.
- ix) P.G. admission in the Department/CAS will be done on all India basis and the University will reserve 50% seats for candidates from outside the sponsoring University.
- x) CAS will undertake training of scientists/Faculty members of other universities/ICAR Institutes and also conduct Summer Institutes regularly when sanctioned.

P. T. O.

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The following posts have been provided by the ICAR in the project.

- 1) Steno-cum-Typist (Rs. 1200-2040) . . . . . 1
- 2) A.V.A. Asst. cum-operator (Rs. 980-1500) . . . . . 1
- 3) Attender ( Rs. 750-940 ) . . . . . 1

Sanction is therefore accorded to implement the Centre of Advanced Studies at Postgraduate & Research Centre, R'Nagar for a period of 5 years with a total grant of Rs. 41.25 lakhs fully financed by ICAR with immediate effect.

The Professor & Head of the Dept. of Foods & Nutrition, will act as Director of Centre of Advanced Studies and she will operate the Budget of the CAS. The financial breakup statement is enclosed.

The above expenditure shall be debited to the following Head of Account :

- "32000 - ICAR Plan - Education
- 32320 - Centre of Advanced Studies in State Agricultural Universities at P.G. & R.C. (Home Science) at Rajendranagar"

The orders are issued with the concurrence of the Comptroller vide U.O. Note No. 187 / Grants. A1/95, dated 22-9-1995.

V. Gopalakrishna  
Registrar

- ✓ To
- The Professor & Head of the Dept. of Foods & Nutrition, Postgraduate & Research Centre, R'Nagar.
  - cc to Principal, College of Home Science, Hyderabad.
  - cc to Dean of P.G. Studies for necessary action.
  - cc to Asst. Comptroller (Grants) / Budget.
  - cc to Asst. Comptroller (Colleges) College of Agril., R'Nagar.
  - cc to Asst. Registrar (NTE) for necessary action.
  - cc to Compilation Section/
  - cc to Audit Officer (LF) Admn. Office, AP.U., R'Nagar.
  - cc to Asst. Director General (UNDF), Indian Council of Agricultural Research, Krishi Anusandhan Bhavan, New Delhi-110 012.

//E.b.o.//

*K. Srinivasan*  
Superintendent. 15/9/95





भारतीय कृषि अनुसंधान परिषद  
कृषि अनुसंधान भवन-II नई दिल्ली - 1100012  
Indian Council of Agricultural Research  
Krishi Anusandhan-II Bhawan, New Delhi - 110 0012

Dr. M.B.Chetti  
Assistant Director General (HRD)

F. No.Ag. Edn./1/16/2016 / CAFT/ HRD  
Dated: 10.8, 2016

To  
The Vice-Chancellor  
Prof. Jayashakar Telangana State Agricultural University,  
Post Graduate & Research Centre, College of Home Science  
Rajendranagar, Hyderabad-500030.  
Telangana State

**Sub: Centre of Advanced Faculty Training in Home Science- regarding the release of budget grant for the year 2016-17 from Plan Budget.**

Sir,

It is to convey the sanction of the Council for the release of grant for Center of Advanced Faculty Training (CAFT) in Home Science- Prof. Jayashakar Telangana State Agricultural University, Rajendranagar, Hyderabad, for the financial year 2016-17, as per the details given below:

S. No.	Budget Head	Amount (Rs.)
1.	Trainings on "New media for development communication: Measuring tools and techniques," from 16.9.2016 to 6.10.2016.	3,75,000/-
2.	TA & DA	50,000/-
3.	Recurring Contingencies	4,00,000/-
	<b>Total Amount sanctioned for the year 2016-17</b>	<b>8,25,000/-</b>
	Less Unspent Balance as on 31.03.2016	(-)30,616/-
	<b>Net Amount to be released for the year 2016-17</b>	<b>7,94,384/-</b>

cc  
18/8/2016

The training programs as proposed by you may please be conducted. Please note that the following would be required at the time of release of the budget grant for the next financial year 2017-18.

1. Audit Utilization Certificate (AUC) for the financial year 2016-17 .
2. Adjustment of the unspent amount from the budget grant 2016-17 .
3. Progress Report for the year 2016-17 .
4. This issue with the concurrence of AS&FA, vide Dy.No.3023/F, dated 4.8.2016.

Yours faithfully,

(M.B.Chetti)

Copy to:

1. Dr. K.Uma Maheswari, Director, Centre of Advanced Faculty Training in Home Science, Prof. Jayashakar Telangana State Agricultural University, Rajendranagar, Hyderabad-500030
2. The Comptroller, Prof. Jayashakar Telangana State Agricultural University, Rajendranagar, Hyderabad
3. Finance & Account Unit, (Education) ICAR, Krishi Bhavan, New Delhi with a request to release the funds to the Institute/University.
4. Guard file.

(M.B.Chetti)

**AUDIT CERTIFICATE IN RESPECT OF THE TRAINING PROGRAMME-1 OF "CENTRE OF ADVANCED FACULTY TRAINING -2016-2017"**

ICAR Sanction F.No. Ag. Edn./116/2016/CAFT/HRD DT. 10/08/2016 of the ADG(HRD) ICAR, New Delhi

Name of the Scheme	Revalidation-Sanctioned by the Council during the year	Amount Sanctioned	Actual expenditure for the Training Prog.	Closing balance
Centre for Advanced Studies, Hyderabad <i>(CAFT-Home Science)</i> Grant received for the Training Programme "New Media for Development Communication: Measuring Tools & Techniques"	1. Boarding & Lodging Charges	105,000.00	105,000.00	-
	2. Travelling Charges for participants & Field Trips	90,000.00	89,876.00	124.00
	3. Office Supplies, Laboratory Equipment, Chemicals, Communications incl. printing manuals & instructional material cost	90,000.00	90,000.00	-
	4. Honorarium for Secretarial, Clerical Technical Laboratory Staff	4,000.00	4,000.00	-
	5. Honorarium to Director and other academic staff	16,000.00	9,500.00	6,500.00
	6. TA and Honorarium to guest lecturers with travel	60,000.00	59,682.00	318.00
	7. Miscellaneous Contingencies	10,000.00	10,000.00	-
		<b>375,000.00</b>	<b>368,058.00</b>	<b>6,942.00</b>

Note: Balance amount is left unutilized in CAFT Home Science College, SBH Account, Rajendra Nagar, PJTSAU

Certified that the expenditure incurred for Training Programme, has been audited and the Grants have been utilised for the purposes for which they were made. This certificate is based on the Books of Account verified.

*K. Uma Devi*  
**PROFESSOR-cum-DIRECTOR**  
**PROFESSOR-cum-DIRECTOR**  
 Post. Graduate & Research Center

*P. J. S. Agri. University*  
**ASST. COMPTROLLER**  
 Regional Accounts Office  
**ASST. COMPTROLLER**  
 P. J. S. Agri. University,  
 Rajendranagar, Hyderabad-50.T.S

*Dr. Jayashankar*  
**COMPTROLLER**  
 Prof. Jayashankar  
 State Agricultural University  
 Hyderabad-30.  
**COMPTROLLER**  
 P. J. S. Agri. University,  
 Rajendranagar, Hyderabad-50.T.S

*For ALLAMSETTI & CO*  
**CHARTERED ACCOUNTANTS**  
 (A. KESAVA RAO)  
 CHARTERED ACCOUNTANTS  
 M. Code: 200686

**AUDIT CERTIFICATE IN RESPECT OF THE SCHEME "CENTRE OF ADVANCED FACULTY TRAINING (CAFT-HSc)-2016-2017 (1-4-2016 TO 31-3-2017)"**

ICAR Sanction F.No.AG.Edn/1/16/2016/CAFT/HRD, dt. 10-8-2016 of ADG(HRD), Education Division ICAR, New Delhi

Name of the Scheme	Opening Balance for the year brought over from the previous year (+) Due to (-) Due from	Revalidation Sanctioned by the Council during the year	Council's share of receipts realised from the Scheme during the year	Actual expenditure for the year	Council's share of expenditure actually incurred & audited during the year	Closing balance at the end of the year (+) Due to Council (-) Due from the Council
Centre for Advanced Studies, Hyderabad	(+) 30,616.00	A. Staff Salaries	-	-	-	825,000.00
Grant received for the year	794,384.00	B. Training Programs (1 Nos)	-	368,058.00	-	(368,058.00)
		C. Recurring Contingencies (Including Contractual Wages)	-	400,150.00	-	(400,150.00)
		D. TA / DA	-	-	-	-
		F. Books & Journals	-	-	-	-
	825,000.00		-	768,208.00	-	(+) 56,792.00

Place: Secunderabad

Date : 14th April 2017

Note: 1. Ch.No. 508608 to 508612 & 508614 to 508630 totalling Rs. 2,59,600/- issued were not presented for payment.

Certified that the expenditure under the various grants has been audited and the Grants have been utilised for the purposes for which they were made. This certificate is based on the Books of Account verified.

*K. Chandra*  
**PROFESSOR CUM DIRECTOR**  
 CAFT-Home Science  
 Post. Graduate & Research Center  
 College of Home Science  
 Rajendranagar, Hyderabad-500 030.

*Asst. Comptroller*  
**ASST. COMPTROLLER**  
 Regional Accounts Office  
 P.J.T.S. Agril. University,  
 Rajendranagar, Hyderabad-30.T.S

*Heena*  
**COMPTROLLER**  
 COMPTROLLER SHANKAR  
 TELANGANA AGRIL. UNIVERSITY  
 RAJENDRANAGAR, HYDERABAD-30, T.S  
 25/11/17



*Asst. Comptroller*  
**FOR ALL AMSETTI & CO.**  
 CHARTERED ACCOUNTANTS  
 (A. KESAVA RAO)  
 PARTNER  
 No. 588  
**CHARTERED ACCOUNTANTS**

