

Dr Shaik N Meera

Topic : Digital Strategies in Agricultural Value Chains - Best Practices from Across the

Globe:- Dr Shaik N Meera is a Principal Scientist, ICAR - Indian Institute of Rice Research, Hyderabad. He is one of the earliest extension scientists who contributed to the development of ICT enabled extension in India. He has done his Ph. D in Agricultural Extension from Indian Agricultural Research Institute (IARI), New Delhi.

As Consortium Principal Investigator, he is spearheading a flagship project on “Development and Maintenance of Rice Knowledge Management Portal (RKMP)”.

This is the first extension centric information portal in India, providing the most comprehensive agricultural knowledge directly from the scientific community. Rice

Knowledge Management Portal was launched in the presence of Honorable Prime Minister of India on 16th July 2011. As a Principal Investigator of DBT Sponsored

project on “Improving the Livelihoods of SC/ST Farmers through Rice Technology Interventions”, he is instrumental in uplifting 120 tribal farm families directly. Intensive

extension efforts were tried in 12 tribal hamlets over a period of 3 years to achieve this. As National Coordinator of Frontline Demonstrations on Rice, in last 5 years,

about 5322 FLDs of 1 hectare each have been conducted benefitting 13,755 rice farmers directly. As Coordinator of training programmes, in last five years, totally 19

training programs on various aspects of rice production technologies were organized including IPM in rice, Quality control on basmati rice, Marker assisted selection in rice, Hybrid rice breeding, Hybrid rice production technology, System of Rice Intensification and Hybrid rice seed production technology. In total 417 participants

from state department of agriculture, state agricultural universities, ICAR institutes and executives from public and private sectors were trained. As a young scientist he carried out the research on various aspects of harnessing ICTs in agricultural development with special reference to the ICTs enabled agricultural extension. His

work on Applications of E-Learning in Agriculture: Designing an ODL Content Management System for Rice Technologies is perhaps the only empirical study conducted on assessing the e-readiness parameters in extension systems. He

received Young Scientist award from Indian Society of Extension, Education, IARI, New Delhi and Kerala State Council for Science, Mitraniketan KVK International Extension Forum. He received Vasant Rao Naik Gold Medal from National Seminar

on “Responding To Changes And Challenges: New Roles Of Agricultural Extension” Nagpur. As author of several research articles, books, extension bulletins and

manuals, contributed to enrichment of the extension discipline. His book “ICTs in Extension- Tactical to Practical” is recognized as Reference book by ICAR for the Discipline of Agricultural Extension (M.Sc/ Ph.D syllabus).