

Sri R. Sudhakar Reddy:

Topic : Kisan Call Centres

Sri R Sudhakar Reddy is presently holding the position as Coordinator - Electronic Wing, Professor Jayashankar Telangana State Agricultural University, Hyderabad. He joined university in 1985 with Specialization in Horticulture.

Earlier he Worked at RARS, Nandyal, Kurnool, College of Agriculture, Mahanandi, Teaching and Extension, Worked at DAATTC, Kadapa for 2^{1/2} years.

Sri Sudhaka Reddy worked in the University at various capacities throughout the career in extension related activities to benefit the farming community. Involved in Kisan Call Centre activities by providing technical support right from the starting of the centre, conducted hundreds of training programmes to farmers, Coordinating 17 Telugu T.V. channels telecasting Agricultural Programmes, established Audio and Video studio at PJTSAU first of its kind in India, established Video digital library with 5000 hours of video footage on Agriculture, Horticulture and Veterinary, produced 75 DVDs on crops and crop technologies, started several ICT innovations to reach the farms directly.

He received “Best Scientist Award” from the University, received “Best Extension Scientist” award from the Government of Andhra Pradesh and received “Best Corporate film award” for production of Best Corporate Video Production film on PJTSAU by Government of Telangana.