**National Conference**

**“Innovative Extension Services & ICTs for Agricultural and Rural Development”**

**Program**

<table>
<thead>
<tr>
<th>Day-1 (11.01.2016)</th>
<th>Venue: New Senate Hall, University of Agriculture, Faisalabad</th>
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</thead>
<tbody>
<tr>
<td>09:15-09:30 a.m.</td>
<td>Recitation from the Holy Quran &amp; Naat</td>
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<tr>
<td>09:30-09:40 a.m.</td>
<td>Welcome Address</td>
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<tr>
<td>09:40-09:50 a.m.</td>
<td>Introduction and Objectives of the Conference</td>
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<tr>
<td>09:50-10:10 a.m.</td>
<td>Key-Note Address</td>
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<tr>
<td>10:10-10:25 a.m.</td>
<td>Funding Opportunities for ICT Projects in Agriculture</td>
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<tr>
<td>10:25-10:40 a.m.</td>
<td>Address by the Guest of Honour</td>
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<tr>
<td>10:40-10:50 a.m.</td>
<td>Address by the Chief Guest</td>
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<td>10:50-11:00 a.m.</td>
<td>Vote of thanks</td>
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<td>11:00-11:20 a.m.</td>
<td>Tea Break</td>
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<td>11:20 - 1:30 p.m.</td>
<td>Technical Session-1</td>
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<td>1:30 - 2:30 p.m.</td>
<td>Lunch Break</td>
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<td>2:30 - 4:30 p.m.</td>
<td>Technical Session-2</td>
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<td>4:30 5:00 p.m.</td>
<td>Tea/Coffee</td>
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<td>08:00 p.m.</td>
<td>Conference Dinner</td>
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**Day-2 (12.01.2016)| Venue: New Senate Hall, University of Agriculture, Faisalabad |
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<tr>
<td>09:00-10:30 a.m.</td>
<td>Technical Session 3 and Concluding Session</td>
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<tr>
<td>10:30-11:00 a.m.</td>
<td>Tea/Coffee</td>
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ORGANIZING COMMITTEE

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National Conference
“Innovative Extension Services & ICTs for Agricultural and Rural Development”
January 11-12, 2016
University of Agriculture, Faisalabad (Pakistan)

Organized by:
Institute of Agricultural Extension & Rural Development
University of Agriculture, Faisalabad (Pakistan)
& University of California Davis, USA
Objective

The conference will share innovative ways to strengthen and complement traditional agricultural extension approaches. There is special focus on Information and Communication Technology (ICT) highlighting both challenges and key elements required for success.

The Challenges Facing Agriculture Growth in Pakistan

Agriculture accounts for almost 21% of the Gross Domestic Product (GDP) of Pakistan and is a source of livelihoods for more than 43% of total labor force (Economic Survey of Pakistan, 2015). More importantly, the agriculture sector (crops, livestock, fisheries, forestry) is vital for the food security of the country’s increasing population and overall rural development. Nevertheless, the performance of the agriculture sector remained subdued during the past decade. The Government of Pakistan in its recently released Economic Survey (2014-15) highlighted the some key factors contributing to the sluggish performance of the agriculture sector:

- Limited adoption of progressive farming techniques
- Slow rate of technological innovation
- Problems with quality, quantity and timeliness of input supply
- Limited investment infrastructure
- Marketing and trade restrictions
- Pest and livestock disease problems, and Limited access to credit for agricultural production/processing

Sustainable and more productive agriculture with limited resources is an ongoing challenge faced by many countries including Pakistan. Agricultural extension (in its broadest definition involving multiple information intermediaries) is critical for development of the agricultural sector.

Pursuing Innovation in Extension

The core objectives of agricultural extension services are dissemination of agricultural innovations to the farmers, motivating them for adoption, suggesting viable solutions of their problems and ultimately overall improvement in farmers’ livelihoods and rural development. This is done by facilitating communication between the stakeholders and bridging the gap between researchers and farmers. The traditional extension and communication strategies being used in Pakistan have many limitations in the milieu of rapidly changing agricultural technologies and socioeconomic setting in the rural areas.

Given the increased interest in central role of agricultural extension and outreach services in enhancing access to agricultural innovations particularly for smallholder farmers; there is need to take stock of innovative initiatives in agricultural extension and technology transfer. In this backdrop, the participants of the National Conference on “Innovative Extension Services and ICTs for Agricultural and Rural Development” will present paper sand case studies related to futuristic extension approaches and methodologies. The papers are related to (but not limited to) the following themes:

- Use of Information and Communication Technology (ICT) in Agriculture
- ICT for Rural Development
- Futuristic and Innovative approaches for extension and advisory services
- Training need assessment and adoption gap of agricultural technologies
- Linkage of extension services with food security, climate change and rural development
- Gender and youth in agriculture
- Livestock, Forestry and fishery extension
- Success stories (case studies) from different regions of Pakistan