

SKUAST-J conferred Dr. Banarsi Lal with the Best Extensionist Award

Dr. Banarsi Lal, Incharge, Senior Scientist-cum-Head of Krishi Vigyan Kendra (KVK), Reasi of Sher-e-Kashmir University of Agricultural Sciences and Technology-Jammu (SKUAST-J) has been conferred with the prestigious Best Extensionist Award by Sher-e-Kashmir University of Agricultural Sciences and Technology-Jammu (SKUAST-J) on its 20th Foundation Day held on 20-9-2018 at Baba Jitto Auditorium, Main Campus Chatha for of his outstanding achievements and accomplishments in the field of agricultural extension. The award contains a certificate of excellence and a memento. Hon'ble Vice Chancellor of SKUAST-J, Dr.P.K.Sharma presented the coveted award to the innovative scientist and congratulated him for the achievement. Dr.Banarsi thanked Director Extension, SKUAST-J, Dr.KS Risam and Associate Director Extension and I/C, KVKs, of SKUAST-J, Dr.RK Arora for their valuable guidance, co-ordination and constructive suggestions. SKUAST-J conferred the Best Extensionist Award to the budding scientist for his rigorous and innovative efforts for the transfer of agricultural and allied sectors technologies to the farmers of hilly districts Udhampur and Reasi, for his research publications and leaflets, folders, technical bulletins, pamphlets, popular articles, trainings, field visits, farmers-scientist interactions, Farmers Field Schools(FFSs),Kisan Ghosties, Ex-Trainees Sammelen, PRAs/benchmark surveys, impact studies, popularization and management of SHGs/Farmers Clubs, farmers fairs, TV talks, radio talks, books, book chapters, success stories, case studies , invited talks, consultancy services,technologies disseminated etc. Dr.Banarsi, the Indian Council of Agricultural Research (ICAR) nominee, a Gold Medalist from Rajasthan Agriculture University (RAU) and doctorate from the Banaras Hindu University (BHU), Varanasi has developed an innovative and unique Exponential Mathematical Communication Model which is very useful to assess the communication behaviour of the farmers and can further help to change the communication behaviour of the farmers towards new agricultural technologies. Dr.Banarsi has done an extensive research on communication model building with the renowned Ex-Professor and Head of Banaras Hindu University (BHU), Varanasi, Dr. Dipak De. Dr.Banarsi has written more than 485 publications as articles, research papers in national and international journals, success stories/case studies, technical bulletins, leaflets, book chapters, training manuals etc. The scientist is endeavoring for eco-friendly farming in the region so that safe and healthy food can be produced for the mankind. Special efforts on commercial turmeric, ginger, floriculture, medicinal and aromatic plants have also been made by the scientist to tackle the monkey menace in the region. The scientist has also won many English essay writing competitions, painting competitions, debate competitions etc. He has also the distinction of receiving the Best Annual Report Presentation Award, Best Research Paper Presentation Award, Young Scientist Award, Best Scientist Awards, Best Extension Work Award, Scientist of the Year Award, Special Achievement Award, International Achievement Award and many other appreciation awards in many zonal, national and international conferences and

workshops. Dr. Banarsi is endeavouring to develop agri-entrepreneurship in the rural areas to uplift the socio-economic status of the farmers especially in the downtrodden areas. Presently he is a fellow member of many esteem scientific and extension societies. According to Dr. Banarsi by developing skills among the rural people, they can be made employable and employability increases the income and sufficient income leads to a healthy and a prosperous nation. Dr. Banarsi dedicated the award to the farming community. The ceremony was also attended by Hon'ble MLC, Sh. Surinder Choudhary, all the statutory officers of the university, Heads of Divisions, faculty members, retired employees of the university, non-teaching staff and students of the university.

