

About Social Sciences Division

The Social Science department is entrusted with the task of conducting research and extension activities in a participatory mode with the farmers and other stakeholders. A number of frontline demonstrations are conducted at the farmers' field in close collaboration with line departments on resource conservation technologies such as zero tillage, furrow irrigated raised bed planting system, rotary disc drill, improved varieties and package of practices of both wheat and barley crops. Farmers' Days are organized at the frontline demonstration sites so that other farmers as well as the State Department of Agriculture officers also get an opportunity to get first hand information about the latest technologies. Seed days are organized in the month of October so that quality seed at reasonable price is made available to the farmers because they are the largest group of technology disseminators. This particular programme helps in quick dissemination of improved varieties among the farmers. The Directorate also educates the farmers as well as other stake holders through exhibitions, traveling seminars, video films, print and electronic media. Training programmes are conducted for the farmers on a wide range of topics as well as for the subject matter specialists. The Social Sciences department has established linkages with international and national linkages with The Adelaide University, Australia; Primary Industries Rural Solutions, Australia, Hariyali Kisan Bazar (DSCL), Malt Barley Ltd, Gurgaon, UB Ltd. Patiala, IIFCO, KRIBHCO, NFL.etc. Collaborative research projects have been submitted with PAU, Ludhiana and CCS HAU, Hisar to improve the profitability of farmers. To popularize malt barley in Maharashtra, demonstrations were conducted in collaboration with ARI, Pune.

Short Term Objectives:

- To plan, coordinate, implement and monitor the wheat and barley frontline demonstrations across the country. Conduct frontline demonstrations on latest technologies in Karnal and adjoining districts and assess their impact on rural society.
- To study farmers perceptions about the latest technologies, their adoption, reasons for discontinuance and rejection.
- Creation of district level area, production and input usage data base for micro level planning in wheat, maintenance and updating thereof. Study cost of cultivation of durum wheat and bread wheat in different zones. Decompose yield gain into input contribution and technical component. To measure TFP indices and factors affecting its growth.
- Organize farmers' days, seed day, traveling seminars, training programmes, produce video films, print and electronic material for end users.

Long Term Objectives:

- To increase wheat and barley productivity on economically and ecologically sustainable basis.

Vision 2030

- Improve knowledge management system through communication technology and e-extension. Enhance profitability of farmers by improving productivity and greater access to market and foster linkages with public and private extension agencies.
- Reducing uptake time of technologies through participatory research and extension.
- Encourage "Own farm own seed" concept through seed village.

- Capacity building of farmers in post harvest handling, storage of wheat and entrepreneurship development on wheat based product making.
- Managing climate change in wheat through risk management utilizing adaptive research.