

Brief Profile



Dr. Yagya Dev Mishra

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Dr. Yagya Dev Mishra, an Agriculture Graduate having Masters Degree and Ph. D. in Development Communication from Department of Agricultural Communication, College of Agriculture GBPUA&T, Pantnagar with specialization in Agricultural Communication. Currently working as **Scientist (Agricultural Extension)** at Directorate of Extension Services, RVSKVV, Gwalior (M.P.) since February 2011. Prior to the current job, I worked as Media Research Consultant at TALEEM Research Foundation (A research arm of Zee Tele-films), Ahmadabad and KVKs under, GBPUA&T, Pantnagar for more than eight years. Working experience of more than 20 years in the field of media/communication/extension research, field extension management and teaching at post graduate level.

I have published more than 45 research papers in various National and International journals. Also got credentials of publishing more than 50 scientific articles in leading magazines and about 70 abstracts in reputed periodicals and scientific proceedings in the field of agricultural communication and other areas of extension and communication. Moreover, I have published 05 edited books and contributed 15 chapters in various text books edited by reputed authors/editors. I have been associated in organization of four National Seminar/ Conferences/Conclave organised by Department of Extension, College of Agriculture, Gwalior and more than ten at the university level. I am life member of five National and International societies in the field of communication and extension. I have organised various regional/national level Farmers' Fair and other events for farmers' welfare in the university.

Moreover, I am actively engaged in monitoring and management of extension activities of 27 KVKs functioning underneath Directorate of Extension Service spread over six agro-climatic zones encompassing jurisdiction of RVSKVV, Gwalior. Furthermore, I have been associated with teaching of Information Communication Technology, e-Extension, Development Communication, Advanced Management Techniques, Technology Commercialization and Extension Research Methods at Post-

graduate level in Department of Extension at College of Agriculture, Gwalior since last 12 years. Till now, I have guided 04 M. Sc. and two Ph. D. Students and currently chairman/member of advisory committee of 07 M. Sc. and 05 Ph. D. students. As an administrative assignment, I got an opportunity to work as officer In-charge of Special Agricultural Research Station (SARS), Bind for more than two years and also established Agricultural Technology Information Centre (ATIC) of the University at headquarters and working as Officer In-charge of the same.

I have been bestowed upon **ISEE Fellow and Young Scientist Award** from Indian Society of Extension Education, New Delhi. Besides, I have been conferred with the **Young Scientist Award** from Society of Scientific Development in Agriculture and Technology, Meerut.

(Yagya Dev Mishra)