

BIODATA

1. Name and Address: Dr. O.P. Mishra

Lecturer
Department of Extension Education
Institute of Agricultural Sciences
BHU, Varanasi (Uttar Pradesh) India



- 2. Phone** : 9452562850
3. E-Mail : op_mishra21970@yahoo.com
4. Fax : 0542-

5. Academic Background :

- B.Sc.(Ag.) Hons.: 1990 Agra University, Agra ; Agriculture
- M.Sc. (Ext. Edu.): 1992 IVRI, Izatnagar; Extension Education
- Ph.D.: 1998 IVRI, Izatnagar; Extension Education
- PGDHRM: 2003 IGNOU, New Delhi; Human Resource Management

6. Research Interest :

- Development Communication
- Indigenous Technical Knowledge
- Indigenous Communication System
- Pedagogy

7. Courses Taught

- (i) Under-Graduate:**
- i. Introduction to Communication and Extension
 - ii. Technology Transfer and Rural Development
 - iii. Fundamentals of Extension Education and Rural Development)
 - iv. Communication and Diffusion of Agricultural Innovation
 - v. Rural Agricultural Work Experience
 - vi. Fisheries Work Experience

(ii) Post-Graduate:

- M.Sc. courses:
- i. Media Production and Utilization
 - ii. Rural Sociology
 - iii. Communication Research Methods
 - iv. Communication Planning and Management
 - v. Publication Editing and Production
 - vi. Rural Development Programme
 - vii. Communication Process and Strategy

- viii. Seminar
- ix. Programme Planning

Ph.D. Courses:

- i. Trends in Extension Education
- ii. Training in Extension and Communication
- iii. Dynamics of Rural Leadership
- iv. Educational Technology and Systems Design
- v. Diffusion and Adoption of Innovation

8. Publications

S. No.	Author(s) & Year	Title	Journal/Publication
a. Practical Manual			
1.	Singh, B.B. and O.P.Mishra. 2005	A Practical Manual on Communication and Diffusion of Agricultural Innovation.	Department of Agricultural Communication. University Press, Pantnagar.
2.	Mishra, O.P. 2006	Communication and Diffusion of Agricultural Innovations: A Text Manual	Department of Agricultural Communication. University Press, Pantnagar.
b. Book chapter			
1.	Singh, A.K.and O.P. Mishra .2004.	Script Writing for Radio: Some Tips	In Dipak De,B.Jirli and K.Ghadei(Edited) <i>Communication Support for Sustaining Extension Services</i> . Ganga Kaveri Publishing House, Varanasi.pp. 143-148.
2.	Mishra, O.P. 2004	Indigenous Animal Husbandry Practices of Hill Women - A study of Jardhar Village in Garhwal	In Vir Singh & P.L. Gautam (Edited) <i>Livestock Production Systems for Sustainable Food Security & Livelihoods in Mountain Areas</i> . GBPUA&T, Pantnagar.
3.	Mishra, O.P. 2005	Factors Affecting Adoption of Paddy Thresher by Farm Women of Garhwal Hills of Uttaranchal.	In B. Singh & R.N.Padaria (Edited) <i>Development Initiatives for Farming Community: Extension Strategy</i> . .ISEE, New Delhi. pp.497-499.
4.	Mishra, O.P. and A.K.Singh.2006	Private Extension – A New Strategy for Rural Transformation.	In R. Venkata Ravi, P. Siva Ram and D. Sunder Raj (Edited) <i>Empowering Rural India: Experiments and Experiences</i> . Kanishka Publishers, Distributors, New Delhi. Pp 339-348.
5.	Mishra, O.P. 2007.	Design and Development of Audio-Visual Aids.	In B.B.Singh, Amardeep, M.A.Ansari, V.L.V.Kameshwari and A.K.Singh (Edited) <i>Instructional Technology and Multimedia Production for Agricultural Scientists</i> . Agrotech Publishing Academy,Udaipur. Pp.95-104.
c. Research papers published			

1.	Mishra, O.P. and O.S. Verma. 1996.	Readability Status of Farm Information in Indian Dailies.	<i>Communicator</i> . 31(4): 30-31.
2.	Mishra, O.P. and O.S. Verma. 1996.	Changes in the Print Media Coverage.	<i>Communicator</i> . 31(4): 44-47.
3.	Tripathi, H. and O.P. Mishra . 1997.	<i>Pashudhan Takneeken Aur Grameen Mahila Pashupalakon Kee Samasyayen.</i> (Hindi)	<i>Vigyan Garima Sindhu</i> . 22 : 49-50.
4.	Kaul, P.N.; O.P. Mishra ; A. Kumar and B. Lal. 1998.	Cattle Rearing Practices of Bareilly Farmers.	<i>Dairy Guide</i> . 19(1) :5-10.
5.	Mishra, O.P. and O.S. Verma.1998.	Agricultural Information Coverage in Indian Dailies : A Content Analysis.	<i>Indian Journal of Extension Education</i> . 34(3 & 4): 127-132.
6.	Mishra, O.P. and P.N. Kaul. 1999.	Factor Analysis of a Socio-Economic Status Scale for Rural Families.	<i>Journal of Psychological Researches</i> . 43(2): 55-60.
7.	Mishra, O.P. and O.S. Verma 1999.	Relative Importance of Different Modes and Nature of Presentation of Agricultural News.	<i>Indian Journal of Extension Education</i> . 35 (1&2): 162-165.
8.	Mishra, O.P. and P.N. Kaul. 2000.	A Scale for Measuring Socio-Economic Status of Rural Families.	<i>South Asian Anthropologist</i> .21 (2): 95-101.
9.	Mishra, O.P. ; P.N. Kaul and A.K. Singh. 2001.	Some Demographic Characteristics of the Rural People in Bareilly Area.	<i>Indian Research Journal of Extension Education</i> . 1 (1): 69-72.
10.	Singh , A.K.; O.P. Mishra and M. Kumar. 2001.	Communication Strategy for Tribal Development in India: A Blend of Modern and Indigenous Communication Media.	<i>Indian Journal of Social Development (An International Journal)</i> . 1(1): 127-133.
11.	Chauhan, J.; O.P. Mishra and A.K. Singh. 2001.	Credit Orientation of Tribal Dairy Farmers.	<i>Indian Research Journal of Extension Education</i> . 1(2): 47-48.
12.	Mishra, O.P. and P.N. Kaul. 2001.	Reliability and Validity of a Socio-Economic Status Scale for Rural Families.	<i>Asian Journal of Psychology and Education</i> . 34(5&6): 21-25.
13.	Singh, A.K. and O.P. Mishra . 2001.	Communication Behaviour of Tribal Dairy Farmers.	<i>Indian Journal of Extension Education</i> . 37(1&2): 81-86.
14.	Mishra, O.P. 2001.	Changes in the Textual Characteristics of the Farm Information Items Appeared in Indian Dailies.	<i>Journal of Communication Studies</i> . 19(2): 1-8.
15.	Mishra, O.P. and G.S. Saha. 2001.	Farmers' Fair: Opinion and Reaction of the Farmers.	<i>Journal of Extension Education</i> .6(1&2):41-47.
16.	Mishra, O.P. ; Sonia and Rani, P. 2002.	Behavioural Pattern of Under Graduate Students – A Study.	<i>University News</i> . 40 (32) : 8-11.
17.	Singh,U. and O.P. Mishra . 2002.	Information Sources Availability and Utilisation Pattern Among Farm Families.	<i>Journal of Communication Studies</i> . 20(1): 14-25.
18.	Sinha, P. and O.P. Mishra . 2002.	Improving Effectiveness of Farmers' Fair.	<i>Agricultural Extension Review</i> . 14(6):25-27.
19.	Mishra, O.P. and C.P.	Cheating Behaviour of Students	<i>Indian Research Journal of</i>

	Joshi.2003.	During Examinations.	<i>Extension Education. 3(1):96-99.</i>
20.	Singh,U.; O.P.Mishra and Vijay Avinashilingam N.A.2003.	Interrelationship Among Demographic Characteristics (Variables),Media Availability,Media Utilization and Development Message Needs.	<i>Journal of Communication Studies. 21(2): 33-40.</i>
21.	Kumar,S.Arun; A.K. Singh and O.P. Mishra .2003.	Television Viewers' Activity Behaviour Towards Krishi Darshan Programme.	<i>Journal of Communication Studies. 21(2): 50-57.</i>
22.	Singh,U. and O.P. Mishra . 2003.	Identification of Development Message Needs of the Farm Families.	<i>IASSI Quarterly.22 (2):34 – 45.</i>
23.	Mishra, O.P. and P.N. Kaul. 2004.	Norms for Using Socio- Economic Status Scale.	<i>Indian Journal of Extension Education. 40(1&2):125-127.</i>
24.	Mishra, O.P. 2004	Adoption of paddy thresher by farm women of Garhwal hills.	<i>Agricultural Extension Review. 16(2): 15-17.</i>
25.	Mishra,O.P. ; N.Yadav and K. Bisht. 2005.	Internet Utilization Pattern of Undergraduate Students .	<i>University News .43(13):8-12.</i>
26.	Singh, A.K., O.P. Mishra and Arun Kumar S. 2005.	Indigenous Animal Husbandry Practices of Uttaranchal farmers	<i>Indian Farmers' Digest. 38(8): 43-44.</i>
27.	Namdeo , M. and O. P. Mishra .2005.	Indigenous and Exogenous Channels of Communication in a Tribal Village.	<i>Indian Research Journal of Extension Education. 5(2&3):61-63.</i>
28.	Namdeo , M. and O. P. Mishra .2005.	Propinquity and interpersonal Attraction Among Women of a Tribal Village	<i>Journal of Communication Studies. 23(1):35-38.</i>
29.	Namdeo , M. and O. P. Mishra .2005.	Traditional Communication in New Era	<i>Journal of Communication Studies.23 (1):99-105.</i>
30.	Yadav, N. and O. P. Mishra .2006.	Profile of ATIC and Constraints faced by scientists.	<i>Journal of Communication Studies.24 (3):20-27.</i>
31.	Bisht, K., A.K.Singh and O. P. Mishra .2007.	Farm School on AIR: Serving Rural India	<i>Journal of Communication Studies.25 (2):16-24.</i>

d. Popular / Conceptual Articles Published:

1.	Kumar, N. and O.P. Mishra . 1996.	Approaches to Rural Development:Indian Experiences.	<i>Khadi Gramodyog. 42 (8) : 358-364.</i>
2.	Malik, S. and O.P. Mishra . 1996.	<i>Vigyan Ka Naya Vardan : DNA finger Printing. (Hindi)</i>	<i>Smarika.IVRI, Izatnagar.</i>
3.	Mishra, O.P. and A. Kumar. 1996.	<i>Praudyogiki Hastantaran Asafal Kyon ? (Hindi)</i>	<i>Pashu Poshan Anusandhan Darshan. 4 (3 & 4) : 31-32.</i>
4.	Somvanshi, R. and O.P. Mishra . 1996.	<i>Kya Hai--Pagal Gaay Rog? (Hindi)</i>	<i>Avadh Archana. 2(3): 19-21.</i>
5.	Trikha, R.N. and O.P. Mishra . 1999.	Content Analysis of Farm Publications–Rationale and	<i>In: Manual on Media Production Skills for Development Support</i>

		Methods.	<i>Communcation</i> . pp 62-66.
6.	Mishra , O.P. and R.N. Trikha. 2000.	<i>Vikas Sanchar Evam Garmin Vikas.</i> (Hindi)	<i>Vishva Krishi Sanchar</i> . 3 (6): 18-19.
7.	Mishra, O.P. ; Arun Kumar. S. and U. Singh, 2001.	Empowering Women of Uttaranchal For Rural Development.	<i>Proceeding of Seminar on Reforms in the Concept of Rural Development</i> held during March 5-6 at GBPUA&T, Pantnagar.
8.	Mishra, O.P. and D. Ganguli. 2002.	Current Trends in Extension Training.	<i>Indian Journal of Training and Development</i> . 32 (1): 5-11.
9.	Mishra, O. P. 2003.	<i>Case Study: A Method of Social Research</i>	<i>Compendium of Papers Contributed in Workshop on “Research Methodologies in Social Sciences”</i> held at G.B.P.U.A.& T., Pantnagar during March 24-25, 2003. pp 85-91.
10.	Trivedi D. and O.P.Mishra . 2003.	<i>Safal Kisan Darshan Singh.</i> (Hindi)	<i>Krishi Vistar Samiksha</i> . 13(4):3-5.
11.	Mishra, O.P. and A. K. Singh.2004.	Scope of Private Extension in Indian Context.	<i>Indian Research Journal of Extension Education</i> . 4(1&2): 24-29.
12.	Mishra, O.P. and R.Suri.2004.	Role of ICTs in Empowerment of Farming Community.	<i>Indian Farmers’Digest</i> . 37(5&6):33-34.
13.	Mishra, O.P. 2004.	Rotary International in the Service of Global Community.	<i>Indian Farmers’Digest</i> . 37(7):16-18.
14.	Mishra, O.P. 2004.	<i>Pashupalan Hetu Labhadayak Deshi Taknikein.</i> (Hindi)	<i>Kishan Bharati</i> .35(10):27-28.
15.	Pant, D. and O.P. Mishra . 2004.	Revolutionizing Agriculture in Uttaranchal Hills: Issues Concerned.	<i>Indian Farmers’Digest</i> . 37(9):5-7&14.
16.	Mishra ,O.P. 2004.	Design and Development of Audio –Visual Aids.	In: <i>Reference Manual on Instructional Technology and Multimedia Production for Agricultural Scientists</i> . Pp 52-60.
17.	Mishra ,O.P. 2005.	PowerPoint: A Tool For Effective Presentation.	In: <i>Reference Manual on ICT For Transfer of Agricultural Technology</i> . Pp 52-60.
18.	Mishra ,O.P. 2006.	The Psychology of Learning.	In: <i>Reference Manual on Emerging Trends in Educational Technology</i> .
19.	Mishra ,O.P. 2006.	Development and Utilisation of Instructional Audio-Visual Aids.	In: <i>Reference Manual on Emerging Trends in Educational Technology</i> .
20.	Sharma, G. and O.P.Mishra . 2006.	Micro Teaching in Skill Training.	In: <i>Reference Manual on Emerging Trends in Educational Technology</i> .
21.	Prasad J.K.; M. Patel and O.P.Mishra .2006.	<i>Pashuon men Oxitocin Hormone Kee Upayogita.</i> (Hindi)	<i>Krishi Chayanika, January-March, 2006. Pp35-37.</i>
e. Abstracts of Papers Published in Proceedings of Symposium/Seminar/ Conference:			
1.	Mishra, O.P. and N. Kumar. 1995.	Role of Forests in Livestock Economy.	National Seminar on Linkages Between Forest and Other Sectors

			of Indian Economy held during June 5-6 at IIFM, Bhopal.
2.	Tripathi, H. and O.P. Mishra . 1995.	Grameen Mahila Pashupalakon Dwara Pashudhan Takneekon Ko Apnane Mein Aane Walee Badhayen. (Hindi)	National Seminar on Aagami Shatabdi Mein Krishi Evam Pashu Anusandhan Ke Kshetra mein Doorgamee Sambhavanayen held during Dec. 4-5 at IVRI, Izatnagar.
3.	Mishra, O.P. and O.S. Verma. 1997.	Agricultural Information Coverage in Indian Dailies: A Content Analysis.	National Conference on Frontiers of Extension Education In 21st Century held during Nov. 8-11 at Lucknow.
4.	Dwivedi, R.P.; P.N. Kaul and O.P. Mishra . 1998.	Changes in the Practices of Cattle Feeding in Villages of Karnal, Haryana.	Golden Jubilee National Symposium on Feeding Strategies for Sustainable Livestock Production with Emphasis on Non-conventional Feeds and Systems for Protein Evaluation in Ruminants held during June 19-20 at IVRI Regional Station, Palampur.
5.	Mishra, O.P. and O.S. Verma. 1998.	Relative Importance of Different Modes and Nature of Presentation of Agricultural News.	National Conference on Extension Education for Sustainable Development held during Dec. 29-31 at Mumbai.
6.	Mishra, O.P. 2001.	Changes in the Textual Characteristics of the Farm Information Items Appeared in Indian Dailies.	National Symposium on Development Communication in Rural Sector held during Feb. 16-18 at Visva – Bharati, Sriniketan.
7.	Singh, A.K. and O.P. Mishra . 2001.	Communication Behaviour of Tribal Dairy Farmers.	National Conference on Interface Between Extension Education, Distance Education and Continuing Education held during May 29-31 at IARI, New Delhi.
8.	Mishra, O.P. , Arun Kumar. S. and U. Singh. 2001.	Empowering Women of Uttaranchal for Rural Development.	National Seminar on Reforms in The Concept of Rural Development held during March 5-6 at GBPUA&T, Pantnagar.
9.	Singh A.K.; O.P. Mishra and Arun Kumar. S. 2002.	Indigenous Dairy Farming Practices Followed by the Uttaranchal Farmers.	International Seminar on Traditional Knowledge – Health and Environment held during Feb. 23-24 at OUA&T, Bhubaneswar.
10.	Mishra, O.P. 2002.	Indigenous Animal Husbandry Practices of Hill Women – A study in Jardhar village of Garhwal.	IYM Symposium on Livestock Production Systems for Sustainable Food Security and Livelihoods in Mountain Areas held during Dec. 30-31 at Pantnagar.
11.	Singh, U.; O.P. Mishra	Communication of Need Based	International Seminar on

	and N. Bhardwaj. 2003.	Development Messages—A Key to Sustainable Development of Farming Community.	Communication and Sustainable Development in Agriculture held at BHU, Varanasi during January 7-9, 2003.
12.	Mishra, O.P. 2003.	Factors affecting adoption of paddy thresher by farm women of Garhwal hills of Uttaranchal.	National Seminar on Extension strategy for Promoting Development Initiatives Among Farming Community held during June 18-20 at GBPUAT&T, Pantnagar.
13.	Vir, K. and O.P. Mishra. 2003.	Factors Affecting Adoption of Recommended Sugarcane Production Practices.	National Seminar on Extension strategy for Promoting Development Initiatives Among Farming Community held during June 18-20 at GBPUAT&T, Pantnagar.
14.	Namdeo, M. and O.P. Mishra. 2003.	Indigenous Technical Knowledge of Farmers for Sustainable Agriculture and Environment Development- A Review.	National Seminar on Extension Strategy for Promoting Development Initiatives Among Farming Community held during June 18-20 at GBPUAT&T, Pantnagar.
15.	Mishra, O.P. and A.K. Singh. 2003.	Scope of Private Extension in Indian Context.	National Extension Education Congress on Extension Education for National Growth held during September 12-14, 2003 at Agra.
16.	Namdeo, M. and O.P. Mishra. 2003.	Use of Communication Technology in Rural Development.	National Extension Education Congress on Extension Education for National Growth held during September 12-14, 2003 at Agra.
17.	Mishra, O.P. ; N.Yadav and K. Bisht. 2004.	Students' Motivation and Patterns of Internet Use: A Study.	National Extension Education Congress on Technology Application Approach for Extension Education held during May 22-24, 2004 at MPUA&T, Udaipur.
18.	Mishra, O.P. and A.K. Singh. 2004.	ICTs and Rural Development: Some Key Issues.	National Extension Education Congress on Technology Application Approach for Extension Education held during May 22-24, 2004 at MPUA&T, Udaipur.
19.	Namdeo, M. and O.P. Mishra. 2005.	Indigenous and Exogenous Channels of Communication in a Tribal Village	National Extension Education Congress on Revitalization of Extension System in New Economic Order held during April 27-29, 2005 at NDRI, Karnal.
20.	Sharma, S., A.K. Singh, O.P. Mishra and K. Bisht. 2006.	Radio audience activity behaviors of farm school on AIR.	National Seminar on Green to Evergreen: Challenges to Extension Education held during

			Dec.15-17, 2006 at IARI New Delhi.
21.	Mishra, O.P. and P. Sah.2006.	Traditional Folk Media and Its importance in Development Communication.	National Seminar on Role of Traditional Media in Rural Development held during Dec.9-10, 2006 at BHU, Varanasi.
f. Others			
1.	Kashyap, S.K.; G. Sharma and O.P.Mishra.2005	Five Decades of Pantnagar	GBPUA&T, Pantnagar

9. Presentations

- i. National Seminar on **“Prospects and Problems of Communication in Changing Media and Agricultural Scenario”** held at Pantnagar on July 12-13, 1993.
- ii. National Seminar on **“Aagami Shatabdi Mein Krishi Evam Pashu Anusandhan ke Kshetr Mein Doorgami Sambhavanayen”** held at IVRI, Izatnagar during Dec. 4-5, 1995.
- iii. National Conference on **“Frontiers of Extension Education in 21st Century”** held at Lucknow during Nov. 8-11, 1997. Also rendered my services as a rapporteur for the Technical Session- V on Home Science Education and Extension.
- iv. National Seminar on **“Reforms in the concept of Rural Development”** held at GBPUA&T, Pantnagar during March 5-6, 2001.
- v. National Conference on **“Interface between Extension Education, Distance Education, and continuing Education”** organized by ISEE during May 29-31, 2001 at IARI, New Delhi. Also acted as rapporteur in the Technical Session –III on HRD & Training.
- vi. Symposium on **“Moving towards Sustainable Agricultural Development in Uttaranchal”** held at Pantnagar from Nov. 12-13, 2002 (during Foundation Week Celebrations).
- vii. International Symposium on **“Livestock Production Systems for Sustainable Food Security and Livelihoods in Mountain Areas”** organized by the GBPUA&T, Pantnagar on 30-31 Dec., 2002.
- viii. International Seminar on **“Communication and Sustainable Development in Agriculture”** held at BHU, Varanasi from Jan., 7-9, 2003.
- ix. Workshop on **“Research Methodologies in Social Sciences”** held at GBPUAT&T, Pantnagar, from March 24-25, 2003.
- x. National Seminar on **“Extension Strategy for Promoting Development Initiatives among Farming Community”** held at GBPUA&T, Pantnagar from June 18-20, 2003.
- xi. 1st National Extension Education Congress on **“Extension Education for National Growth”** held at Agra from September 12-14, 2003.

- xii. Seminar on **“Challenges in Agriculture”** held at GBPUA&T, Pantnagar on May 1, 2004 (during 2nd Alumni Meet of College of Agriculture).
- xiii. 2nd National Extension Education Congress on **“Technology Application Approach for Extension Education”** held during May 22-24, 2004 at MPUA&T, Udaipur. Also acted as rapporteur in the Technical Session –III on Application of IT and E. Extension for Rural Development.
- xiv. Seminar on **“Challenges in Agriculture”** held at GBPUA&T, Pantnagar on May 1, 2004 (during 2nd Alumni Meet of college of Agriculture).
- xv. 3rd National Extension Education Congress on **“Revitalization of Extension System in New Economic Order”** held during April 27-29, 2005 at NDRL, Karnal.
- xvi. 3rd International BHU Alumni Meet and International Seminar held during January 6-7, 2007 at BHU, Varanasi.

10. Membership/Fellowship of Professional Societies /Bodies

a. Membership

- i. Life member of **Indian Society of Extension Education.**
- ii. Founder life member of the **Society of Extension Education.**
- iii. Member of **International Extension Forum.**
- iv. Member of **Agricultural Communication Society.**
- v. Member of **National Council of Development Communication.**

b. Fellowship

- i Recipient of National **Rural Talent Scholarship** during class VII to X.
- ii Recipient of IVRI **Junior Research Fellowship** during Master’s Programme.
- iii Recipient of IVRI **Senior Research Fellowship** during Doctoral Programme.