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Dr. R. Saravanan
Director (Agricultural Extension)

MNG/AE-04/ICTs/2016
July 5, 2016

Dear Sir / Madam,

Sub: MANAGE training program on ICTs and Digital Media – nominations requested - Reg.

Greetings from MANAGE!

The National Institute of Agricultural Extension Management (MANAGE), an apex autonomous organisation under the Ministry of Agriculture & Farmers Welfare, Govt. of India, scheduled to conduct the training program on ICTs in collaboration with the University of Agricultural Sciences (UAS), GKVK, Bengaluru and also an on-campus program on Digital Media.

| Sl. No. | Name of the training program | Date & Duration | Venue |
|---------|--|--------------------|---------------------------|
| 1 | Navigating ICTs for Agricultural Extension | 8-12 August, 2016 | UAS, Bengaluru, Karnataka |
| 2 | Shaping the Future of Extension with New Digital Media | 22-26 August, 2016 | MANAGE, Hyderabad |

The participants for these programs would include senior and middle level officials of Agriculture, Horticulture, Animal husbandry, Sericulture, Fisheries, faculty from SAUs/CAU, Scientists of ICAR, SMS from KVKs and NGOs. In this context, you are requested to kindly nominate the faculty/officials from your esteemed Institution. Boarding and lodging and other tuition expenses of the public sector training participants will be arranged by MANAGE. However, TA and DA of the participants have to be borne by your Institution.

For further clarifications and nominations, please mail to Dr. Saravanan Raj, Director (Agril. Extn.), MANAGE, Rajendranagar, Hyderabad (e-mail: saravanan.raj@manage.gov.in/ saravananraj@hotmail.com).

With kind regards,

Yours sincerely,

(R. Saravanan)

PSVC/WR 1792/16
24-07/07/16

Encl. Training brochures

To

The Vice-Chancellors of AUs

राष्ट्रीय कृषि विस्तार प्रबंध संस्थान

NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)

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दिनांक 5/7/16
तारीख 05 JUL 2016

श्री-2 circulate on
website
5/7/16



**Training programme on
Navigating ICTs
for Agricultural Extension**

August 8-12, 2016

**Venue:
UAS, GKVK, Bengaluru**

Information and Communication Technologies (ICTs), over the past three decades, have been an important part of agricultural extension and have given needed impetus and opportunities to agricultural and rural development. Dialogues in development don't anymore concern about the importance of ICTs but about the ways to best use them to tap into their potential. Telecommunication and internet have supported a large number of ICT based agriculture and rural development projects in India and considerable number of farmers are taking up communication technology to access the needed information on a daily basis. But in spite of these increased realization and acceptance, ICT projects are still struggling to show large scale impact among the farmers and other stakeholders.

The greatest advantages of ICTs are the high number of applications and devices and the flexibility they provide in information sharing. Radio and TV have been in rural setting for a very long time and digital videos, web portals, expert systems, farmers call centres, mobile phones and social media have the ability to cater to a very diverse group of agricultural stakeholders. ICTs do not target only farmers but the whole spectrum of actors in agricultural innovation systems (AIS), bringing them on the same platform and making dialogue for development efficient and fruitful. Moreover, the functions of ICTs go beyond information sharing to capacity development of extensionists, farmers, entrepreneurs and other stakeholders.

Objectives:

- To deliberate types and functions of ICTs
- To conduct practical sessions on ICTs
- To share the good practices on ICTs for agricultural extension
- To share the experiences of the training participants

Content:

This training program will deliberate and hands on- training on:

ICTs for:

- **Offering localized and customized information, advisory and other services:** Farmers call centres (FCCs), mobile apps, radio, and TV.
- **Helping to create, document, store, retrieve, share and manage the information:** Web portals, crop specific portals, knowledge banks, expert systems and agricultural information management systems.
- **Enabling collaboration, sharing and partnerships for innovation among extension actors:** Social media, Dgroups, and others.
- **Enabling farmers and others to "gain a voice":** Community radio, tele-centres, videos, communities of practice (COPs).
- **Facilitating capacity development of farmers, extension professionals and other AIS actors:** e-learning mechanisms (Open Distance Learning (ODL), Learning Object Repositories (LOR), Massive Open Online Courses (MOOCs) and other e-learning mechanisms), training by using ICTs, survey and monitoring tools and applications.

Methodology:

- Presentation by resource persons
- Familiarising important ICT initiatives and applications
- Experience sharing by participants
- Plug and play hands on training on ICTs

Participants and nomination:

- The participants in the program would include senior and middle level officials of Agriculture, Horticulture, Animal husbandry, Sericulture, Fisheries, agricultural extension faculty, scientists and extension professionals from the agricultural Universities, Research Institutes, Farm Science Centres and NGOs.
- Boarding and lodging and other tuition expenses of the training participants will be arranged by MANAGE. However, TA and DA of the participants have to be borne by the sponsoring agency/ participant.

e-mail the nomination to:

Dr. Saravanan Raj

Director (Agricultural Extension)

MANAGE, Rajendrnagar, Hyderabad

e-mail: saravanan.raj@manage.gov.in / saravananraj@hotmail.com



**Training programme on
Shaping the Future of Extension
with Digital Media**

August 22-26, 2016

at

MANAGE, Hyderabad

Digital Media has brought a paradigm change in communication in the last few years of its existence. It is not just the personal communication that has changed; the whole dimension of development has been shifted with efficient information sharing, and more stakeholders' participation. It has made the process of development and information sharing much more efficient and transparent giving everyone a voice on the same platform. Immense potential of the digital media presents a wide range of opportunity for agricultural extension and advisory services. Digital media presence of agricultural stakeholders is showing an increasing trend, thus increasing user engagement in agricultural extension and advisory services. Even though the reach of digital media is large, there are many issues that need to be addressed to make it an integral part of agricultural extension and advisory services. The biggest advantage of digital media is democratization of information and it provides an unprecedented opportunity to connect with all the stakeholders of agriculture easily and in real time. Also, it is an easier and efficient way to reach extension professionals and farmers and give them the opportunity for dialogue and feedback. To fully leverage the potential of digital media in agricultural extension and rural advisory services, an open conversation, awareness and training between all the stakeholders is the very first requirement for its comprehensive understanding and implementation.

Objectives of the program are as follows:

- Introduction of digital media from the perspective of agricultural extension
- Types and functions of digital media
- Practical sessions on digital videos, web portals and social media
- To share the good practices on digital media in agricultural extension and experiences of the training participants.
- Formulation of roadmap for using digital media in agricultural extension

Content:

- Digital videos
- Web portals
- Social media

Methodology:

- Presentation by resource persons
- Familiarising important digital media initiatives and applications
- Experience sharing by participants
- Plug and play/ hands on training on digital media

Participants and nomination:

- The participants in the program would include senior and middle level officials of Agriculture, Horticulture, Animal husbandry, Sericulture, Fisheries, agricultural extension faculty, scientists and extension professionals from the agricultural Universities, Research Institutes, Farm Science Centres and NGOs.
- Boarding and lodging and other tuition expenses of the training participants from the public sector are to be arranged by MANAGE. However, TA and DA of the participants have to be borne by the sponsoring agency/ participant.

e-mail the nomination to:

Dr. Saravanan Raj

Director (Agricultural Extension)

MANAGE, Rajendranagar, Hyderabad

e-mail: saravanan.raj@manage.gov.in / saravananraj@hotmail.com