

लक्ष्मी मूर्ती, पीएच.डी.

उप-निदेशक (प्रलेखन)

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Deputy Director (Documentation)



राष्ट्रीय कृषि विस्तार प्रबंध संस्थान

(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार का संगठन)

राजेन्द्रनगर, हैदराबाद - ५०० ०३०, टी.एस., भारत.

**NATIONAL INSTITUTE OF AGRICULTURAL
EXTENSION MANAGEMENT (MANAGE)**

(An organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)

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MNG-12/ICT-KM-246/ 2017

August 4, 2017

Sub: Training Program on “Writing Skills for Digital Media” during September 5-8, 2017 at
MANAGE, Hyderabad -Regd

Dear Sir,

The National Institute of Agricultural Extension Management (MANAGE), an autonomous organization under the Ministry of Agriculture, Govt. of India, is organizing a training programme on “Writing Skills for Digital Media” during September 5-8, 2017 at MANAGE, Hyderabad.

Various forms of digital media are increasingly being used for disseminating agricultural information. These new media allow the creation and exchange of user generated content and offer the Agricultural Community new ways to collaborate and communicate, provide ways for professionals to stay updated with the latest information, highlight their work, exchange information and resources, and network with likeminded professionals. Digital media differ from print in several ways, and because of these differences, writers need specific skills to use this media successfully. Focus of the program will be on writing and communication skills for digital media, introduction to tools, developing and presenting content; publishing; communication and collaboration; Writing in the digital age; how to use digital media effectively, etc.

The participants would be officers from agriculture and allied departments, agricultural scientists, faculty of agricultural universities, KVKs and other agricultural extension and training Institutions. Around 25 officers are expected to participate in the program. There is no course fee and boarding and lodging will be provided by MANAGE. However, the organizations nominating the participants would have to bear their to and fro travel charges.

This is to request you to kindly nominate 3-4 officers from your Department to attend the programme. Please send us your nominations by email (lakshmi@manage.gov.in) or by fax (040-24015388), to reach us by 31st August 2017.

A line of confirmation of nominations will be highly appreciated.

Thanking you, with regards,

Yours sincerely,

Lakshmi

(Lakshmi Murthy)

To
The Director of Extension Education
Navsari Agricultural University
Navsari-396450
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श्री. 2
9/18/18

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नावसरी
A. D. P. 11 नवसरी-396450
Date 29.9.18
18 AUG 2017