

लक्ष्मी मूर्ती, पाएच.डा.

उप-निदेशक (प्रलेखन)

Lakshmi Murthy, Ph.D.

Deputy Director (Documentation)



राष्ट्रीय कृषि विस्तार प्रबन्ध 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-255/2018-19

October 26, 2018

**Sub: Training of Trainers (ToT) on Social Media for Effective Sharing of Agricultural
Knowledge from December 17-21, 2018 at MANAGE, Hyderabad - Reg.**

Dear Sir/Madam,

The National Institute of Agricultural Extension Management (MANAGE) Hyderabad is organizing the Training of Trainers (ToT) on **Social Media for Effective Sharing of Agricultural Knowledge** from December 17-21, 2018 at MANAGE, Hyderabad.

Use of Social Media to cater to the information needs of farmers, extension officers, researchers, policy-makers and other stakeholders depends on an understanding of the power of Social Media, designing appropriate communication strategies and preparation of highly focused agricultural content. Application of Social Media needs a new set of managerial and communication skills both at individual and institutional levels. This training program is aimed to impart knowledge and skills for harnessing Social Media for Agricultural Development.

The above training program is meant for Senior / Middle Level Officers from Agriculture and Allied Departments, faculty from State Agricultural Universities, KVKs, EEIs and SAMETIs who are engaged in agricultural extension, transfer of technology and communication / outreach activities.

You are requested to kindly nominate **FOUR** or **FIVE** officers /faculty members from your Organization to attend the above-mentioned training program. There is no course fee and MANAGE would provide free lodging & boarding facilities at its campus during the training period. However, the organization nominating the officers has to bear the TA and DA expenses of their nominees. Due to limited hostel accommodation, MANAGE discourages participants from bringing their spouses, children to the training program. Please note that participants will have to pay an extra charge for the additional days of stay at MANAGE which shall be subject to prior permission and availability of accommodation.

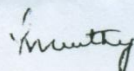
We request you to kindly send your nominations to **Dr. Lakshmi Murthy, Deputy Director (Documentation)** Email: lakshmi@manage.gov.in (Mobile: +91 9848785837), MANAGE on or before **10th December, 2018**.

We look forward to receiving nominations from you.

With kind regards.

Thanking you,

To
The Director of Extension Education
Navsari Agricultural University,
Dandi Rd, Erugam,
Navsari-396 450
Gujarat


(Lakshmi Murthy)
Deputy Director (Doc)

रा. वि. अ. की नवसारी संस्था
दिनांक 30/11/2018
19 NOV 2018

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kindly circulate
on website
19/11/18