

REGISTRATION FEE

The participants are required to pay the sum of Rs. 50/- towards registration fee (Non - refundable) in favour of "The Associate Dean", College of Agriculture, Rajendranagar payable at Hyderabad.

TRAVEL AND OTHER ARRANGEMENTS

Participants will be paid to and from fare by shortest route restricted to AC – II class train or Bus on submission of tickets. Free boarding and lodging will be provided to participants during the training program as per ICAR's guidelines on Short Course. No accommodation will be provided to the accompanying members. Participants should make their own transport arrangements to reach the hostel/guest house.

Intake capacity: 25

Important dates :

Last date for receipt of nomination : 30th November, 2019
Communication to Selected Candidates : 5th December, 2019
Confirmation by Selected Candidates : 10th December, 2019

All correspondence shall be addressed to:

Course Director

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Course Co-Directors

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ICAR SHORT COURSE ON AGRI-MEDIA SKILLS FOR EXTENSION PROFESSIONALS

20th -29th January 2020

Sponsoring Authority

Education Division

Indian Council of Agricultural Research

New Delhi



Course Director

Dr. M. Sreenivasulu

Course Co-Directors

Mr. V. Sudhakar

Mrs. K. Aruna

Organized by

Department of Agricultural Extension

Venue:

College of Agriculture

Professor Jayashankar
Telangana State
Agricultural University



Rajendranagar, Hyderabad 500 030

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ABOUT SHORT COURSE

Extension Professionals play a significant role in efficient dissemination of information. They are aptly aided by media both print and digital in reaching a multitude of farmers in short span. Technology innovations and real time interventions are effectively provided through these media to needy farmers for enhancing farm productivity through sustainable agriculture. In this digital era, staying informed and connected is an essential prerequisite for achieving extension goals which can be attained through developing competency in Agri-Media skills. Hence this short course is designed to meet the requirements with the following objectives.

The objectives of short course:

1. To create awareness about various Agri-media useful in transfer of technology
2. To upgrade skills of extension professionals in the use of Agri-media

The course content:

Agri-Media skills and its importance for Extension Professional, new media for development communication, new farm journalist –roles and responsibilities, news, types of news –source of news, digital agriculture, online information management skills, creative skills for agril. magazines, new social media in agriculture : developing blogs/websites/apps etc, mobile as media for agro-advisory services, photo journalism, new radio formats to reach the unreached, community radio for rural agriculture, use of media for trouble shooting agril. production / crisis management and media values and ethics.

METHODOLOGY:

The short course has been designed to facilitate maximum interaction between participants and resource personnel. It includes participatory interactive lectures using audio-visual aids, group discussions, and visit to different institutes for hands on training sessions.

ABOUT PROFESSOR JAYASHANKAR TELANGANA STATE AGRICULTURAL UNIVERSITY

The Youngest Agricultural University located in Telangana State, instituted on the 3rd of September 2014, Professor Jayashankar Telangana State Agricultural University (PJTSAU) has been ranked 6th among the Indian Agricultural Universities by Indian Council of Agricultural Research. It strives to produce globally competitive human capital, generate cutting edge technologies to address contemporary challenges of Agriculture and allied sectors and evolve responsive and dynamic farmer outreach mechanism through its dedicated faculty.

More than 3500 students are mentored by a 540 strong well qualified young and committed faculty in the 9 constituent colleges, 6 in Agriculture, 1 each in Agricultural Engineering, Food Science & Technology and Home Science, offering 4 Undergraduate Degree programmes, 24 Post Graduate and 17

Doctoral programmes in various faculties. In addition, there are 13 polytechnics (11 in Agriculture, 1 each in Seed Technology & Agricultural Engineering) offering two year Diploma in Agriculture & Seed Technology in Telugu, three year Diploma in Agricultural Engineering in English. There are fifteen (15) Research Stations across the state focus on developing climate resilient crop varieties, sustainable natural resource management, Community Science Farm mechanization, post-harvest and precision agriculture technologies. District Agricultural Advisory and Transfer of Technology Centres (DAATTC) located in 9 erstwhile Districts and Krishi Vigyan Kendras (8) located in Telangana state are serving as ambassadors to penetrate research outcomes in to the farmers fields.

ABOUT HYDERABAD

Hyderabad is the capital city of a State of Telangana. It lies on the Deccan Plateau, 541 meters (1776 J.) above sea levels, over an area of 625 km (244 mile). Hyderabad city is known for its rich history, food and its multi- lingual culture, both geographically and culturally, Places to visit are Charminar, Golconda Fort, Qutb Shahi Tombs, Salar Jung Museum, Birla mandir, State Archeological Museum, Nehru Zoological Park, Shilparamam, Hitech – City, Necklace Road ,Ramoji film city etc. The city is well connected by Air, Rail and Road. The climate in Hyderabad is pleasant during the month of January. However the participants are advised to carry warm clothing as temperature might be low during early morning and nights.

ELIGIBILITY

Teaching faculty of ICAR institutes /SAU's/CAU's/Agricultural faculty of AMU, BHU, Viswa Bharathi and Nagaland University in the cadre of Assistant professors or equivalent and above.

HOW TO APPLY (On-Line Application Process) As per the ICAR instructions, the interested candidates should register and apply online through 'Capacity Building Programme' (CBP) portal as follows:

1. Visit the website <https://iasri.res.in/cbp/> or click on Capacity Building Programme link under <http://www.icar.org.in/>
2. Login using your user ID and Password. To create user ID use “Create New Account”.
3. After login, click on “Participate in Training” link and fill the Proforma.
4. Take a printout and send duly signed copy through proper channel to the Course Director of Short course by post along with registration fee as per the address and contact details given overleaf. Feel free to contact the Course Director for any assistance.

The last date for receiving the nomination is 30th November, 2019. The advance scanned copy of the nomination may be sent by e-mail.