



**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:*

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