



mExtension: "All-in -one" Mobile Phones for Agricultural Extension

September 12-16, 2016

AC& RI, TNAU, Madurai, Tamil Nadu



Duration	Particulars	Activity
DAY 1: 12th September, 2016		
Session I : Introduction		
<i>This session is intended:</i>		
<ul style="list-style-type: none"> • Introducing the participants, facilitators • Understanding the training needs of the participants • Setting the climate for participatory training 		
09.00-09.45	Registration	
09.45-10.30	Expectation of participants from the training	Card exercise
	About the training, methodology and roles	Facilitators
10.30-11.30	Inauguration Self-Introduction of participants & training facilitators	
11.30-11.45	Tea Break	
Session II: Introduction to mExtension		
<i>This session is aimed at</i>		
<ul style="list-style-type: none"> • Introduction to Digital Media • Understanding on past and present Digital Media initiatives 		
11.45-13.00	Introduction to ICTs and mExtension	Dr. Saravanan Raj, MANAGE
13.00-14.00	Lunch Break	
14.00-15.45	Mobile phones for Agricultural Extension	Experience sharing
15.45-16.00	Tea Break	
16.00-17.30	Mo`bile phone initiatives	Presentation by the participants on their Digital Media initiatives and experiences
DAY 2: 13th September, 2016		
Session III: Recent trends in mExtension		
<i>This session is intended to discuss on recent trends in mExtension</i>		
09.00-09.15	Recap of Day 1	
09.15- 11.00	Impact studies on mExtension	Dr. Ramasubramanian, AC&RI, Madurai
11.00-11.15	Tea break	
11.15-13.00	Social media by using mobile phones	Experience sharing by the participants
13.00-14.00	Lunch Break	
14.00- 17.30	Field visit	
DAY 3: 14th September, 2016		
Session VI: Mobile phones for agricultural development		
<i>This session is intended to help trainees to gain practical understanding on mExtension</i>		
09.00-09.15	Recap of Day 2	
09.15-11.00	mExtension: Experiences of the Vidiyal	Dr K. Kamaraj, Founder, VIDYAL
11.00-11.15	Tea Break	
11.15-13.00	Mobile phones for agro-advisory: Experiences of TNAU	Dr. N. Sriram, TNAU
13.00-14.00	Lunch break	
14.00-17.30	Integrated Information Dissemination System (IIDS): Experiences of m4agriNET	Dr. Saravanan Raj, MANAGE
	Tea served during the session	

DAY 4: 15th September, 2016		
Session VII: mExtension by TNAU		
<i>This session is intended to deliberate on mExtension programmes of TNAU and</i>		
09.00-09.15	Recap of Day 3	Facilitator and participants
09.15-11.30	IFFCO Kisan Sanchar Limited (IKSL)	Mr. V. Arun, State Head, IKSL, Chennai
11.30-11.45	<i>Tea break</i>	
11.45-13.00	Mobile based agro-market Intelligence	Dr. S. Selvam, Professor. TNAU
13.00-14.00	<i>Lunch Break</i>	
14.00-19.00	Field visit – ICT based	Dr. M. Devaraj
DAY 5: 16th September, 2016		
Session VIII: Hands-on-training and feedback		
<i>This session is intended to help trainees to familiarize with the digital media resources and analytical tools</i>		
9.00-10.30	Let us learn agriculture by Facebook	Mr. Madubalan, Dept. Agril., TN
10.30-11.30	Session on Mobile apps	Mr. Balaji Saravanan
11.30-13.15	Video editing	Dr. Mooventhan
13.15-14.15	<i>Lunch break</i>	
14.15-17.00	Discussion, Experience sharing, take home message and Concluding Remarks / feedback	Dr. Saravanan Raj / Facilitators

Programme Directors:

Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, Hyderabad (08465007799)

Dr. P. P. Murugan, Prof. & Head, AC & RI, DAE&RS, TNAU, Madurai (09659495089)

Training Co-ordinator

Dr. G. Selvarani, Assistant Professor (Agril. Extn.), DAE&RS, AC & RI, TNAU, Madurai (09789746456)

Training Facilitators and Social Media Reporting:

Ms. Qudsia Jamal, Researcher, DAE&RS, AC & RI, TNAU, Madurai (9629350653)

Mr. M. Rajeswaran, Researcher, DAE&RS, AC & RI, TNAU, Madurai (8098023289)

Mr. S. Mohanraj, Researcher, DAE&RS, AC & RI, TNAU, Madurai (9965086859)

Mr.D.R.K.Saikanth, Researcher, DAE&RS, AC & RI, TNAU, Madurai (9963711734)
