



Training on "Digital Media Innovations in Extension"

July 26-28, 2017

Duration	Particulars	Resource person/Activity
DAY 1: 26th July, 2017		
Session I : Introduction		
<i>This session is intended:</i>		
<ul style="list-style-type: none"> • <i>introducing the participants, facilitators</i> • <i>understanding the needs of the participants</i> • <i>setting the climate for participatory training</i> 		
0900-0945	Registration	
0945-1100	Self-introduction of participants and training facilitators	Information about the participants
	Expectation of participants from the training	Card exercise
	Introduction to training	Dr. Saravanan Raj, Director (Agril. Extn.), MANAGE
1100-1115	Opening remarks by the Director General	Mrs. V. Usha Rani, IAS, DG, MANAGE
1115-1130	Tea Break	
1130-1200	Major challenges in agriculture and extension and opportunities of digital media	World Café
Session II: Recent trends in Digital Media		
1200-1230	Digital Media initiatives – recent developments	Card exercise
1230-1300	<i>Presentation 1:</i> Introduction to initiatives and toolkits	Dr. Saravanan Raj, Director (Agril. Extn.), MANAGE Mr. Veerendra Jonnala, Researcher, Hyderabad
1300-1400	Lunch Break	
1400-1500	<i>Presentation 2:</i> Digital Media for Agricultural Extension	Dr. Saravanan Raj Director (Agril. Extn.), MANAGE
1500-1600	Introduction to blogging for Agricultural Communication	Dr. Saravanan Raj, Director (Agril. Extn.), MANAGE Mr. Veerendra Jonnala, Researcher, Hyderabad
1600-1615	Tea Break	
1615-1715	<i>Presentation 3:</i> Harnessing digital media for sharing agricultural information: Tips and techniques	Dr. Lakshmi Murthi Deputy Director (Doc), MANAGE
1715-1800	Introduction to Podcast and Video making	Dr. Saravanan Raj, Director (Agril. Extn.), MANAGE Mr. Veerendra Jonnala, Researcher, Hyderabad
Day 2: 27th July, 2017		
0900-0930	Recap and reflections	
Session III: Good practices in digital media use for agricultural extension		
0930-1030	<i>Presentation 4:</i> Integrating Modern Digital Media tools in improving Agricultural Extension Services	Dr. C. Kathiresan, Associate Professor, NIRD&PR, Hyderabad
1030-1045	Tea Break	



1045-1130	<i>Presentation 5:</i> Infographics: Visual communication through digital media	Dr. Saravanan Raj, Director (Agril. Extn.), MANAGE Mr. Veerendra Jonnala, Researcher, Hyderabad
1130-1300	<i>Presentation 6:</i> Web portals and integrating other digital media for Agricultural Extension	Dr. Shaik N. Meera ICAR-IIRR, Hyderabad
1300-1400	Lunch Break	
1400-1730	Visit to TelAge Lab, NAARM	
DAY 3: 28th July, 2017		
0900-0930	Recap and reflections	
Session IV: Digital videos and good practices		
0930-1030	<i>Presentation 7:</i> Social Media: New generation tools for Extension	Dr. Saravanan Raj Director (Agril. Extn.), MANAGE
1030-1045	Tea Break	
1045-1130	Hands-on exercise in making videos and podcasts; IPR in digital media	Dr. Saravanan Raj, Director (Agril. Extn.), MANAGE Mr. Veerendra Jonnala, Researcher, Hyderabad
1130-1300	<i>Presentation 8:</i> Digital videos for agriculture and rural development	Mr. Pritam K. Nanda Digital Green
1300-1400	Lunch Break	
1400-1500	Hands-on exercise in making videos and Podcasts; IPR in Digital Media (contd.)	Dr. Saravanan Raj, Director (Agril. Extn.), MANAGE Mr. Veerendra Jonnala, Researcher, Hyderabad
1500-1600	Experience sharing and good practices in Digital Extension	Individual exercise by participants
1600-1615	Tea Break	
1615-1645	Presentation and discussion on videos prepared by participants	Group exercise
1645-1700	Action plan for digital media use for Agricultural Extension	Individual exercise
1700-1730	Feedback and valediction	

Training Director:

Dr. Saravanan Raj, Director (Agril. Extn.), MANAGE (saravanan.raj@manage.gov.in; 8465007799)

Training Coordinator:

Dr. Suchiradipta Bhattacharjee, MANAGE Fellow, MANAGE (suchiradipta.b@manage.gov.in; 9863715956)

Training Facilitator cum Social Media Reporter:

Mr. Veerendra Jonnala, Reseacher, Hyderabad (veerendra.j010@gmail.com; 09440150191)

Ms. Qudsiya Jamal, Ph.D Scholar, AC&RI, Tamil Nadu Agricultural University, Madurai, Tamil Nadu (qudsiya.jamal@gmail.com; 9629350653)