



Training on  
**“New Media for Agricultural Extension”**  
 July 9-13, 2018  
 MANAGE, Hyderabad

Duration	Particulars	Resource person/Activity
<b>DAY 1: 9<sup>th</sup> July, 2018</b>		
<b>Session I : Introduction</b>		
0900-0945	Registration	
0945-1030	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
<b>1030-1045</b>	<b>Opening remarks by the Director General</b>	<b>Mrs. V. Usha Rani, IAS, Director General, MANAGE</b>
1045-1115	Group photo & Tea Break	
<b>Session II: Recent trends in New Media</b>		
1115-1300	Social Media: New generation tools for Extension	Dr. Saravanan Raj, Director (Agril. Extn.), MANAGE
1300-1400	Lunch Break	
1400-1530	Global Good practice notes on New Media	Group Exercise
1530-1545	Tea Break	
1545-1700	New Media tools for Agricultural Extension	Dr. N. Aanandaraja, Asst. Prof, TNAU
1700-1800	Visit to the MANAGE Incubation Centre (AgriTalk, PESTOZ, Kultivate, Easy Krishi)	Incubation Team
<b>Day 2: 10<sup>th</sup> July, 2018</b>		
<b>Session III: New media and online educational platforms for agricultural extension</b>		
0930-1100	New Media tools for Agricultural Extension	Dr. N. Aanandaraja, Asst. Prof, TNAU
1100-1115	Tea Break	
1115-1300	Writing for New Media	Dr. Lakshmi Murthy Deputy Director (Doc), MANAGE
1300-1400	Lunch Break	
1400-1700	Visit to TelAge Lab, NAARM- Discussion on MOOCs & Online Educational Media	
1800-1930	<b>Special Lecture: Gearing up for Greater Success</b> by Dr. B Sivaprasad, Corporate Trainer and Motivational Speaker, Samanvaya Hall, MANAGE	
<b>DAY 3: 11<sup>th</sup> July, 2018</b>		
<b>Session IV: Web portals &amp; digital videos</b>		
<b>0930-1100</b>	Web portals for agricultural extension	Dr. K. V. Rao Project Manager, MANAGE
<b>1100-1115</b>	<b>Tea Break</b>	
<b>1115-1300</b>	New Media Experience sharing	Individual exercise
<b>1300-1400</b>	<b>Lunch Break</b>	



<b>1400-1600</b>	<i>Presentation 8: New media videos for agriculture and rural development</i>	Mr. Pritam K. Nanda Digital Green
<b>1600-1615</b>	<b>Tea Break</b>	
<b>1615-1730</b>	Using new media tools, presentation and discussion by participants	Group exercise
<b>1730-1830</b>	Visit to Urban farming & writing for media	Individual exercise
<b>DAY 4: 12<sup>th</sup> July, 2018</b>		
<b>Session V: Understanding recent trends in new media for agricultural extension</b>		
	Visit to i-hub, ICRISAT/ t-Hub, IIIT/ C-DAC Hyderabad	
<b>DAY 5: 13<sup>th</sup> July, 2018</b>		
<b>Session VI: Experience sharing and action plan</b>		
<b>0930-1000</b>	<i>Recap</i>	
<b>1000-1130</b>	Integrating Modern New Media tools in improving Agricultural Extension Services	Dr. C. Kathiresan, Associate Professor, NIRD&PR
<b>1130-1145</b>	Tea Break	
<b>1145-1300</b>	Digital publishing platforms	Dr. Srinivasacharyulu Attaluri Program Officer, MANAGE
<b>1300-1400</b>	Lunch Break	
<b>1400-1600</b>	-Presentation by participants (Blogs, twitter, fb, whatsapp etc) -Action plan for New media use for Agricultural Extension	Individual exercise
<b>1600-1615</b>	Tea Break	
<b>1615-1730</b>	Feedback and valediction	

**Training Director:**

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