



Training programme on
“Shaping the Future of Extension with Digital Media”
 August 22-26, 2016
 MANAGE, Hyderabad

Duration	Particulars	Activity
DAY 1: 22nd August, 2016		
Session I : Introduction		
<i>This session is intended:</i>		
<ul style="list-style-type: none"> • <i>Introducing the participants, facilitators</i> • <i>Understanding the training needs of the participants</i> • <i>Setting the climate for participatory training</i> 		
09.00-09.45	Registration	
09.45-10.45	Self-Introduction of participants & training facilitators	Information about the participants
	Expectation of participants from the training	Card exercise
	About the training, methodology and roles	Facilitators
10.45-11.00	Opening remarks by Smt. V. Usha Rani, Director General, MANAGE	
11.00-11.15	<i>Tea Break</i>	
Session II : Shared understanding and Experience Sharing		
<i>This session is intended to have a shared understanding on the application of Digital Media in agricultural extension and challenges faced in the field condition</i>		
11.15-13.15	Digital Media initiatives	Experience sharing by the participants (Individual exercise)
13.15-14.15	<i>Lunch Break</i>	
Session III: Introduction to Digital Media		
<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 		
14.15-15.45	Digital Media for Agricultural Extension	Dr. Saravanan Raj, MANAGE
15.45-16.00	<i>Tea Break</i>	
16.00-17.30	Digital Media initiatives	Presentation by the participants on their Digital Media initiatives and experiences
DAY 2: 23rd August, 2016		
Session IV: Recent trends in Digital media		
<i>This session is intended to discuss on social media, and digital initiatives of IKSL and C-DAC in Agriculture</i>		
09.00-09.15	Recap of Day 1	
09.15- 11.00	Harnessing Social Media for Sharing Agricultural Information: Tips and Techniques	Dr. Srinivasa Charyulu Attaluri, MANAGE
11.00-11.15	<i>Tea break</i>	
11.15-13.00	Digital Initiatives of IKSL for Agricultural Development	Smt. Shashikala Ravikumar, IKSL, Hassan, Karnataka
13.00-14.00	<i>Lunch Break</i>	
Session V: Digital media tools and technologies		
<i>This session is intended to share practical experience on CMS & Digital Media tools</i>		
14.00- 15.30	Developing Content Management System (CMS) based Knowledge Platform : Demonstration of Plone CMS & Vikaspedia-Knowledge Platform	Mrs. M. Krishnapriya, C-DAC, Hyderabad
15.30-15.45	<i>Tea break</i>	
15.45- 17.30	Integrating modern Digital Media tools in improving Agricultural Extension System: HARITA-PRIYA case study	Dr. C. Kathiresan, C-DAC, Hyderabad

DAY 3: 24th August, 2016		
Session VI: Social media, web portal and digital media applications		
<i>This session is intended to help trainees to gain practical understanding on web portals</i>		
09.00-09.15	Recap of Day 2	
09.15-10.45	Social Media: New Generation tools for extension?	Dr. Saravanan Raj, MANAGE, Hyderabad
10.45-11.15	<i>Tea Break</i>	
11.15-13.00	Web portals and integrating other digital media for agricultural extension	Dr. Shaik N. Meera, IIRR, Hyderabad
13.00-14.00	<i>Lunch break</i>	
14.00-17.30	Digital Media Applications for Agriculture Education and Extension	Visit to the NAARM (Dr. G. R. Ramakrishna Murthy, NAARM)
	Tea served during the session	
DAY 4: 25th August, 2016		
Session VII: Social media, digital videos and good practices		
<i>This session is intended to deliberate on social media, digital videos and good practices</i>		
09.00-09.30	Recap of Day 3	Facilitator and participants
09.30-11.30	National Digital Media Initiatives for Agriculture Development	Dr. V. P. Sharma, MANAGE
11.30-11.45	<i>Tea break</i>	
11.45-13.00	Digital Media initiatives	Presentation by the participants on their Digital Media initiatives and experiences
13.00-14.00	<i>Lunch Break</i>	
14.00-15.45	Digital Videos for Agriculture and Rural Development	Mr. Pritam K Nanda, Digital Green
15.45-16.00	<i>Tea Break</i>	
16.00-17.30	Hands-on-training on video making/ Tools for Multimedia Content Development	Mr. Veerendra Jonnala
DAY 5: 26th August, 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 to 9.30	Recap	Facilitators
09.30-10.00	Digital divide- interaction	Dr. Rasheed Sulaiman, CRISP
	Hands on training on "Digital Media"	Mr. Veerendra Jonnala
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 Director:

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Information on logistics:

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Training Facilitators and Social Media Reporting:

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