



For Communication and other Details, Please contact

Dr. P.P. MURUGAN

Course Director & Professor and Head

Department of Agricultural Extension and Rural Sociology
Agricultural College and Research Institute
Tamil Nadu Agricultural University, Madurai -625 104, Tamil Nadu.
Ph: 0452-2422956 Extn:218 Mobile: 094436 54740 / 096594 95089
Email: agextnmac@tnau.ac.in

COURSE COORDINATORS

Dr. M.RAMASUBRAMANIAN

Asst. Professor (Agrl. Extension), Dept.of Agrl. Extension & Rural Sociology
Agricultural College and Research Institute, Madurai
Mobile : 094867 34404

Dr. K.MAHANDRAKUMAR

Professor (Agrl. Extension), Dept.of Agrl. Extension & Rural Sociology
Agricultural College and Research Institute, Madurai
Mobile : 096298 85386

Dr. G.SELVARANI

Assistant Professor (Agricultural Extension)
Dept.of Agrl.Extension & Rural Sociology
Agricultural College and Research Institute, Madurai
Mobile:097897 46456

Dr. A.JANAKIRANI

Assistant Professor (Agricultural Extension)
Dept.of Human Development
Home Science College & Research Institute, Madurai
Mobile: 094872 55798



TAMIL NADU AGRICULTURAL UNIVERSITY

ICAR SPONSORED SHORT COURSE

EMERGING TRENDS IN COMMUNICATION AND ESSENTIAL SKILL SETS OF EXTENSION PROFESSIONALS FOR EFFECTIVE TECHNOLOGY TRANSFER

February 06 - 15, 2017

(Revised Date)



Dr. P.P. MURUGAN

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Organised by

Department of Agricultural Extension and Rural Sociology

Agricultural college and Research Institute
Madurai - 625 104, Tamil Nadu

Sponsored by

Indian Council of Agricultural Research

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Emerging trends in Communication and Essential skill sets of Extension Professionals for Effective Technology Transfer

Introduction

The changing nature of farming from agriculture to agribusiness necessitated the change in communication strategies of agricultural innovations. Emerging trends in communication which makes use of numerous techniques, new media tools which has come in a big way to supplement the conventional communication tools.

In spite of all advancements and adequate efforts taken, still there is wide gap existing in transfer of technology from research system to farming system. Hence, Extension Professionals involving in technology transfer are to be equipped with requisite communication skills in era of information explosion so as to reduce the communication gap.

Tamil Nadu Agricultural University (TNAU) is a pioneer in developing innovative communication methods and piercing various recent trends in communication.

Keeping these views in mind, the present short course is offered with the following objectives:

- To sensitise the advanced communication techniques for transfer of technology
- To impart traditional and new media tools for effective technology transfer
- To provide hands on training to Extension Professionals to enhance their communication skills in technology transfer
- To impart an innovative and participatory approaches in the technology delivery process.

Course content

The course content is designed to expose the participants to know the latest trends in communication technologies and the ways to improve the communication skills for effective transfer of technology.

Duration of the Course

The short course is organised for **10 days** from **February 06 to 15, 2017**. The selected participants are requested to reach Agricultural College and Research Institute, Madurai by February 5, 2017 and can leave after February 16, 2017.

Participant's Eligibility

Teachers / Researchers not below the rank of Assistant Professors or equivalent from SAUs/CUs/DUs/ICAR/National Institutes/ KVKs having minimum two years of experience in transfer of technology from the faculty of Agriculture,

Horticulture, Agricultural Engineering, Animal Husbandry, Fisheries, Home Science and allied Sciences in Agriculture are eligible to apply.

Venue

The short course will be held at the Department of Agricultural Extension and Rural Sociology, Agricultural College and Research Institute, TNAU, Madurai, Tamil Nadu.

The Agricultural College and Research Institute, Madurai is the second biggest and oldest College under the aegis of Tamil Nadu Agricultural University (TNAU) started way back in 1965. The College is situated 10 kms North of Madurai city.

Madurai is popularly known as Temple city is much preferred destination for devotees from all direction of India. The city is well connected by road, train and air. The tourist attractions are plenty in and around Madurai city namely Meenakshi temple, Rameshwaram temple, Courtallam water falls, Kodaikanal and others. The weather during the short course would be pleasant and enjoyable.

How to Apply

The participants should submit their application through online using ICAR CBP vortal (<http://cbp.icar.gov.in> or under the ICAR 'Capacity Development Programme' at <http://icar.org.in>) (Please visit CBP vortal guidelines).

After filling the application, take a printout of the application and get it approved by the competent authority of the organisation. The application should be submitted to the Course Director to the address given below along with a sum of Rs.50 (Rupees Fifty only) as registration fees(non-refundable) in the form of DD/IPO drawn in favour of The Professor and Head, Department of Agricultural Extension and Rural Sociology, AC&RI, Madurai-625 104.

The last date for receipt of the application is January 20, 2017. However, an advance soft copy of the application may be sent to the Course Director. Intimation to the selected candidates will be sent individually through Email.

Boarding and Lodging

The boarding and lodging arrangements for the participants will be made by the host institute. Accommodation will be provided to the participants only.

Travelling Allowance

Participants will be paid for the journey, to and fro, restricted to AC-II-tier train or bus fare on any other means of transport in vogue, as the case may be. Actual TA will be paid on production of tickets for the shortest route.

Last Date for the Receipt of Application : 20.01.2017

Visit TNAU at - www.tnau.ac.in / www.agritech.tnau.ac.in