

## TA and DA

Participants will be paid to and fro fare for journey performed by the shortest route by rail or bus or other means of transport. The payment will be made as per their entitlement but restricted to the maximum of AC II tier train fare. If any participant chooses to travel by Air, he/she may do so, but their claim shall be restricted to AC II tier train fare, provided they travel by Air India and book the tickets with ICAR code (095). Participants are required to produce a photo-copy of the rail / bus / air tickets (only by public transport) and original onward boarding pass for reimbursing the travel expenditure.

## Boarding and Lodging

Participants will be provided rent-free accommodation, wholesome meals and refreshments. Local participants will be provided lunch and inter-sessions tea only.

## Travel

Hyderabad is well connected by air, rail and road from all parts of the country. One can reach NAARM located in Acharya N.G. Ranga Agricultural University campus, Rajendranagar / Professor Jayashankar Telangana State Agricultural University by city bus route No 95A from Koti to Agricultural college bus stop, or 94H or 94R to Rajendranagar bus stop which are 1.5 kms from the Academy or by 95R which plies limited trips from Koti to Rajendranagar via NAARM Campus or by taxi / auto. Participants are advised to make their return reservations well in advance at their end.

## Nominations may be sent to

Officer In-charge, Training Cell  
National Academy of Agricultural Research Management,  
Rajendranagar, Hyderabad - 500 030, Telangana State, India  
Phone: 040-24015070 (O); Fax: 040-24015912  
Email: trainingcell@naarm.ernet.in

Nominations may also be sent electronically by accessing nomination forms from NAARM web site <http://www.naarm.ernet.in> or through CBP portal. Participants are advised to depart to Hyderabad only after the receipt of participation confirmation letter from Course Director.

## For further information about the programme please contact:

Course Director  
Dr. P.Venkatesan (venkatesan@naarm.ernet.in, Tel 040-24581469/ 08790667291)  
Coordinator  
Dr. B.S.Sontakki (bharatss@naarm.ernet.in, Tel 040- 24581327)  
Fax: 040-24581452 and 040 - 24015473

naarm

# Short course on Communication & Management Skills for Extension Professionals

June 1-10, 2015

Sponsored by:  
Indian Council of Agricultural Research, New Delhi



Course Director  
Dr.P.Venkatesan

Coordinator  
Dr.B.S.Sontakki



भाकअनुप-राष्ट्रीय कृषि अनुसंधान प्रबंध अकादमी  
राजेन्द्रनगर, हैदराबाद-500030, तेलंगाण, भारत  
ICAR-National Academy of Agricultural Research Management  
Rajendranagar, Hyderabad-500030, Telangana, India  
<http://www.naarm.org.in>



## Background

The purpose of communication is to get your message across to others clearly and unambiguously. Communication is only successful when both the sender and the receiver understand the same information as a result of the communication. In spite of the increasing importance placed on communication skills, many extension functionaries continue to struggle with this, unable to communicate their thoughts and ideas effectively. This inability makes it nearly impossible for them to compete effectively in the workplace, and stands in the way of career progression. Likewise in NARS and KVK system, the extension personnel often seem to focus less on good management, and more on the glamorous and exciting work of leadership. However, superiors are responsible for making sure that things are done properly. To be a great extension professional, one must have an extensive set of skills, from planning and delegation to communication and motivation.

NARS professionals serving for technology management need to improve their competency in communication and management. Such mastery demands effective capacity building programmes in this area. With this aim, a short course has been contemplated by ICAR-NAARM with financial support of ICAR to train Extension professionals of NARS in communication and management skills. This brochure provides details about the programme for benefit of interested NARS professionals.

## Objectives

- To sensitize entry and middle level NARS professionals about the role of communication and management skills for technology management.
- To enhance the competency of extension professionals in communication skills.
- To impart appropriate skills for effective extension management.

## Core Content

- Communication Skills
- Writing, presentation, listening, interpretation skills
- Process documentation
- Management Skills
- Group dynamics and Team building
- Leadership development
- Interpersonal skill
- Conflict management

## Pedagogy

The course will provide an excellent opportunity to have both theoretical and hands on experience on communication and management skills to generate desired effect, with potential to increase the effect of the message. This can bring elicited change, generate action, create understanding within and among the extension system. The course delivery strategy consists of a blend of hands-on-exercises, lectures, discussions and exposure visits. However, the course emphasizes on hands-on-exercises to enable participants to internalize the knowledge and skills imparted in the training. This might necessitate extension of the class hours beyond the regular 0930 hours to 1630 hours  
Duration and Venue

This course of 10 working days duration is offered during June 1-10, 2015. The participants are expected to arrive latest by the evening of May 31, 2015 and can leave after 1700 hrs on the last day of the programme. The programme will be held at the ICAR - National Academy of Agricultural Research Management, Rajendranagar, Hyderabad-500030. The programme is completely residential.

## Eligibility

- The programme is mainly targeted at the entry and middle level NARS professionals including that of KVKs, who are actively involved in technology management
- Working not below the rank of Assistant Professor and equivalent in the concerned subject under Agricultural University / I.C.A.R. Institute

## Participants Selection

Maximum intake for the programme is 25 participants. As per the eligibility criteria, participant's selection would be based on first-cum-first basis. Selection of candidates is a matter of discretion of the competent authority of ICAR-NAARM. Participant's nomination from the respective heads of organizations does not entail confirmed participation in the programme. A formal confirmation letter indicating the selection of candidates will be sent by ICAR-NAARM a week after the last date for the receipt of nominations. Selected participants are expected to bring their present assignments pertaining to pattern communicating and managerial skills in technology management.

## Nominations

Nominations through proper channel may be sent so as to reach on or before May 15, 2015. The selected candidates will be intimated by 4<sup>th</sup> week of May 2015 by e-mail.

## Registration

There is no course fee, however a non-refundable registration fee of Rs.50/- (Rupees Fifty only) is to be paid by way of a Postal Order (drawn in favour of ICAR Unit, NAARM payable at Hyderabad).