

About Course

The Division of Extension Education of Indian Veterinary Research Institute, Izatnagar is organizing an ICAR sponsored short course on **Empowerment of farming communities through hybrid communication tools** during October 21-30, 2013. Applications are invited from interested scientific and teaching staff of Institutes/Universities in the prescribed format. The interested candidates may apply online <<http://www.iasri.res.in/cbp>>. Alternatively, application through proper channel should reach to Dr. Mahesh Chander, Head and Course Director, on or before 30th August, 2013. Participants anticipating delay in forwarding their application may send an advance copy directly to the Course Director through E-mail and bring no objection certificate at the time of joining the short course. Each participant will be required to deliver a seminar highlighting his/ her activities in their parent organization and also to provide a feedback on the course. A certificate will be awarded to the participants on the successful completion of the Short course.

Course Objectives

Communication technologies have been very well recognized for their significant role in sustainable economic development all across the world. The increasing significance and visible impact of Hybrid communication tools in communication of latest technologies, technical knowhow, wealth-creation and employment-generation has been accepted globally as the engine of economic growth. The communication methods & tools, if used appropriately have tremendous potential to improve agricultural production scenario in the socio-economic development of the country. The short course, therefore, is aimed to provide an opportunity to the participants to obtain hands-on training on hybrid communication methods as a tool for improved technology transfer in agriculture sector towards empowering Indian farmers. The training programme will consist of lectures, group discussions and practical sessions on hybrid information communication tools viz extension through Personal Digital Assistants & Smart phone/phablet applications, developing interactive communication tools, Participatory Educational Aids for rural communication, Electronic learning and diagnostic modules, SMS based knowledge exchange through Mobile telephony, Voice KVK service for farmers, multiple uses of ICT tools in communication and extension management, Media mix and its importance, developing web portal, Data digitalization & video conferencing etc in agricultural sector.

Eligibility

Candidates holding the rank of Scientist/ Assistant Professor and above or equivalent in the National Agricultural Research System (NARS) including SAUs/SVUs, DUs, CUs, KVKs, Agricultural and Allied Science Faculties of other Universities possessing Master's or Doctoral degree in Extension Education or any other related disciplines including Veterinary/Animal Sciences are eligible to apply for the Short course. Only 25 participants will be selected for the course by a Screening Committee as per ICAR guidelines. The selected participants will have to pay Rs. 50/- as registration fee at the time of their registration in the Summer School.

Boarding and Lodging

The participants will be reimbursed to and fro travel fare by shortest rail (AC II tier) / road route as per ICAR norms on production of valid travel documents. Outstation participants will be provided free boarding and lodging at the institute guest house. The weather in Bareilly in the month of October will be pleasant, temperature ranging from 20 to 30^oC.

Travel

Bareilly city is almost equidistant from New Delhi and Lucknow, well connected to major cities of India by rail and road. The railway station and bus stand of the city are approximately 8 and 5 km, respectively from the Institute. Izatnagar is approachable from Bareilly and Izatnagar railway stations by taxi, auto-rickshaw or cycle-rickshaw.

The Institution

Indian Veterinary Research Institute (IVRI) established in 1889, is one of the oldest and premier national institutes in India, functioning under the administrative control of Indian Council of Agricultural Research (ICAR) with the mandate to conduct research, provide high quality education and transfer of technology in the areas of animal health and production. Apart from R&D, the education and training are also an integral part of the institute's activities. The institute offers Master's programme in 22 and Doctoral programme in 19 disciplines. The institute has a cosmopolitan atmosphere as students as well as scientists representing all parts of the country undertake education & research at this institute.

APPLICATION FORM

For Participation in Short Course on **Empowerment of farming communities through hybrid communication tools** (21 to 30 October 2013)

1. Full name:
2. Designation:
3. Present employer and address:
4. Address to which reply should be sent:
Fax No: E-mail:
Telephone No:
Mobile No:
4. Permanent address:
5. Date of birth (DD/MM/YY):
6. Sex: Male/ Female:
7. Teaching/ research/ professional experience: (mention post held during the last 5 years)

S.No.	Post held	Period with dates

8. Publications (Attach list)
9. Marital status: Married/ Un-married:
10. Mention if you have participated in any research seminar, Summer/ Winter School/ Short course, etc. during the previous years under ICAR/ other organizations:
11. Fee in cash or I.P.O. _____ Dated _____ of Rs. 50/- (Non refundable), payable at CARI post office, Izatnagar, for registration of application (in favour of Director, IVRI).
12. Academic records: (Degree onward)

CERTIFICATE

It is certify that the information furnished was verified and found correct.

Signature with date, designation
of the sponsoring authority (Office seal)

About the Division of Extension Education

Division of Extension Education was established at IVRI in the year 1970. In the initial years, division undertook several field extension projects emphasizing on the testing the field applicability of various veterinary and animal science technologies in the farmers' situations. The central idea of division's work has been to enhance livestock production and productivity and assist farmers to increase their income and employment opportunities through need based extension interventions. The Division started Post-graduate education programme in the area of extension education since 1985. Training and field extension activities at IVRI are mainly undertaken by Joint Directorate of Extension Education & KVK, as also by the Division & ATIC to generate inputs for research, with a view to all round development of the farming communities. Several research projects on extension education are underway in the division along with students' research. So far, about 150 postgraduate students have completed their Master's & PhD degrees from this Division.



Course Director

Dr. Mahesh Chander,
Head (Div of Extn. Edu)

Course Coordinators

Dr. H R Meena
Dr. Yash Pal Singh
Dr. B P Singh

Contact for further details

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IMPORTANT DATES

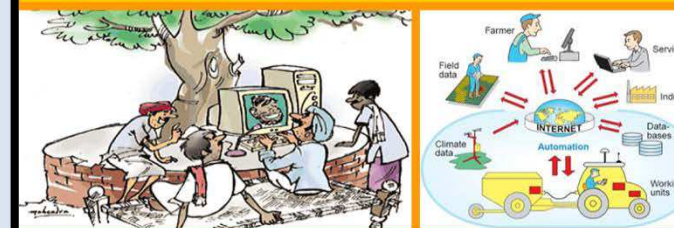
Last date for Application receipt: **30 August, 2013**
Notification for Selection: **30 September, 2013**



ICAR Sponsored Short Course

Empowerment of farming communities through hybrid communication tools

October 21-30, 2013



Division of Extension Education
Indian Veterinary Research Institute
Izatnagar-242231



