

Training on Farm Journalism

BACKGROUND

Agriculture is becoming increasingly information intensive and modern communication technology provides a range of sophisticated methods for enhancing communication with farmers. Although electronic media are playing an important role in modern agricultural communication, print media still remain an important source of agricultural information especially in rural India where modern media are yet to reach. The level of agricultural communication in print media in India is fairly high, in comparison to many other countries, but still not upto the level. Many newspapers present stories on new agricultural technology. In addition, there are many agricultural magazines produced by SAUs, state line departments and private agencies.

Mostly the agricultural publications are written by the scientists, professors, or industry representatives are based on a formulaic presentation. The newspapers and magazines are straightforward vehicle for delivering recommendations but devoid of farmer experience. Scientists find a ready outlet for their articles and are not challenged to think about farm-level reality or to answer questions if their recommendations fail. Although they usually represent scientists' sincere and honest attempts to communicate with the farmers but they lack the techniques of writing and communication for farmers.

So the capacity building of the scientists and other extension personnel in writing for farmers, editing of the articles, use of photographs in farm publications and developing the communication skills in using modern electronic media are essential. So that farmers can get

lively experience of their conditions rather than the formal and formulaic type of publications. Considering these broad issues, training programme on "Farm Journalism" has been designed.

OBJECTIVE

The objective of the proposed training course is to create a best platform to sensitizing and providing hand on experience regarding writing skill, photography, audio and videography for farm journalism. Researchers/Scientists/Extension officials will gain knowledge and skills in understanding the concepts of farm journalism.

ABOUT THE COURSE

The course includes theory lectures as well as practical classes include participants' exposure to the AIR, Doordarshan studio and press functioning. It will also provide an opportunity to the participants to interact with the subject matter specialists and fellow workers from different parts of the state and update the participants with the latest information in farm journalism.

ABOUT THE VENUE

Sardarkrushinagar Dantiwada Agricultural University (SDAU) is located at Sardarkrushinagar in Banaskantha district of Gujarat state. C. P. College of Agriculture was established in 1982 and it was the first institute for agricultural education in North Gujarat. The college is committed to achieve excellence in education, research and extension in agriculture and enjoys the pride of being work place of many luminaries. The campus is located near Dantiwada dam at a distance of 27 km by road from Palanpur. Palanpur is located on Delhi - Ahmadabad via Jaipur railway route, is well connected by express trains with major cities of the country. It is also locates on NH-14, connected by direct ST buses from major cities of the state and also with neighboring states.

The nearest airport connecting the campus is Ahmadabad at a distance of 145 km. University buses are plying between Palanpur and Sardarkrushinagar from 7.00 am in the morning to late night up to 10.00 pm. The climate of Sardarkrushinagar remains hot and rainy during month of July-August as it would be the monsoon of our country.

ELIGIBILITY

Interested Teachers/Extension workers not below the rank of Assistant Professor or equivalent, working in SAUs / KVKs / State department of Agriculture / Horticulture / Fishery / Animal Husbandry are eligible to apply only. Total 25 participants will be selected for the training. The decision of the selection committee will be final and no correspondence in this regard will be entertained.

TRAVEL AND ACCOMMODATION

Participants will not be paid TA and DA during training period that will have to be met by the office of the participant. However, local hospitality i.e. breakfast, working lunch and tea will be provided. Please note that accommodation will be provided to participants only.

HOW TO APPLY

Application for the participation in the course may be sent in the following performa through proper channel to the Corse Director at the address given below. Applications not forwarded through proper channel will not be considered. An advance copy may be sent by email/ post but it will be considered for final selection only after receipt of the original copy. Last date of the receipt of the application is 01/07/2017. Selected candidates will be intimated through email/fax or by post to which they should reply with firm acceptance immediately.

IMPORTANT DATES

Last date for apply: 01st July, 2017
Notification for selection: 08th July, 2017

Training Advisor

Dr. M. R. Prajapati +91 9924977250

Course Director

Dr. V. T. Patel +91 9998553062

Course Coordinators

Dr. R. R. Prajapati +91-9426581246

Mr. Arnab Biswas +91-7043187894

Mr. Aniket Deshpande +91-7359161240

Department of Extension Education

C. P. College of Agriculture

S. D. Agricultural University, Sardarkrushinagar 385 506

District- Banaskantha (Gujarat)

Email: eedpcasdau@gmail.com

Phone: 02748278414 (O) Fax: 02748278468

Application form for participation in training on

Farm Journalism

(July 14 to August 04, 2017)

1. Full Name:.....
2. Designation:.....
3. Present employer and address:.....
4. Address to which reply should be sent:.....
- E-mail:.....
Mobile No. Phone.
5. Permanent address:.....

6. Date of birth (DD/MM/YY):.....
7. Sex: Male/Female:.....
8. Teaching/research/professional experiences:
(mention post held during the last 5 years)

Sr.No	Post held with address	Period with dates

9. Publications (Number of papers published in referred journals as main author):
10. Mention if you have participated in any research seminar, Summer/Winter School/ Short course, etc. during the previous years under ICAR/ other organization:

11. Application fees for the selected candidate Rs. 50 in cash will be collected at the time of registration.

12. Academic records: (Degree onward)

Sr. No	Name of examination	Year of passing	University	Div./ Grade
1	Under Graduate			
2	Post Graduate			
3	Ph.D.			
4	Others			

Place:

Date:

Signature of the Applicant

Certificate

The information furnished is verified and found correct

Permitted/not permitted

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

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Sponsored by

**Sardarkrushinagar Dantiwada
Agricultural University,
Sardarkrushinagar**

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