

EXTENSION EDUCATION INSTITUTE

(Southern Region)

## Dept. of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture &

## Farmers Welfare, Govt. of India

Professor Jayashankar Telangana State Agricultural University,

Rajendranagar, Hyderabad-500 030

Name of the Training **: Agri-Journalism for Effective Agricultural Extension**

Duration **: 5 days** (**20th – 24th September, 2022**)

Participants **:** Officers of Department of Agriculture, Southern Region

**Objectives**: At the end of the Training the Participants will be able

1. Explain the importance of Journalism from Local and Global Perspective
2. Enlist the Principles of Journalism
3. Discuss the Effective usage of Print and Electronic Media for Effective Extension
4. Describe Principles in Creation, Writing and Posting to Personal Blog and YouTube Channel
5. Comprehend the Principles in Writing of Radio Script and Story Board

**Course Content**

**Theory**

* Agri Journalism for Effective Communication – A Local and Global Perspective
* Journalism and Media Management
* Usage of Social Media Platform in Agri Journalism
* Principles of Journalism
* Effective use of Print Media
* Designing and Production of Digital Content
* Powering images through Visuals
* Writing of Feature Articles
* Creation of Personal Blog
* Posting in Institutional Blogs
* Basics in Creating and usage of YouTube Channel
* Reporting of Success Stories
* Story Board Writing
* Use of Online Media and ICT Tools for ToT
* Constructive Journalism as a basic for field Journalism
* Reporting of News Stories
* Development of Short Film on News Story/Success Story
* Writing Radio Scripts for Radio Talks

**Methodology**

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| * Presentation by eminent speakers * Interim Interactive sessions. |  |
| * Interim Group discussions. |  |
| * Individual and Group assignment. |  |

**Evaluation**: Pre and Post course evaluation will be done to assess their knowledge and

effectiveness of the training programme.





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Online Training Programme in Collaboration with MANAGE on

Agri – Journalism for Effective Agricultural Extension

For the Officers of Department of Agriculture and Allied Sectors, Southern Region

**(20th – 24th September, 2022)**

##### Daily Schedule

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Day & Date** | **9.30 – 11.00 AM** | **11.00 AM – 12.30 PM** | **1.30 – 3.00 PM** | **3.00 – 4.30 PM** |
| **20-09-2022**  **(Tuesday)** | Registration  Inaugural Session  **Programme Coordinators** | Agri Journalism for Effective Communication- a local & global perspective  **Dr. M. Jagan Mohan Reddy**  Director, EEI, Hyderabad | Journalism and Media Management  **Dr. K. P. Raghu Prasad**  Professor and Head, ATIC, UAS, Bangalore, Karnataka | Usage of Social Media Platforms in agri Journalism  **Dr. A. Srinivasa Charyulu**  Programme Officer, MANAGE, Hyderabad |
| **21-09-2022**  **(Wednesday)** | Principals of Journalism  **Dr. S. Chandra Shekar**  Professor, EEI, Hyderabad | Effective use of Print Media  **Shri. Soma Sekhar**  Former Associate Editor Hindu Business Line & Frelance Journalist, Hyderabad | Designing and Production of Digital Content  **Dr. N. Sriram**  Professor (Agril. Extn), Directorate of Research, TNAU, Coimbatore | Powering images through Visuals  **Dr. Radhika Khanna**  Director, Department of Electronic Media and Mass Communication, Pondicherry University |
| **22-09-2022**  **(Thursday)** | Writing of Feature Articles  **Dr. Nagaratna Biradar**  Principal Scientist and Head, IGFRI, Southern Region RS, Dharwad | Creation of Personal Blog  **Dr. Aditya**  Scientist, IARI, New Delhi | Posting in Institutional Blogs  **Shri. R. Srinivas**  Senior Technician, EEI, Hyderabad | Basics in Creation and usage of YouTube Channel  **Shri. Narendra. K**  State Head of AP and Telangana, Digital Green, Hyderabad |
| **23-09-2022**  **(Friday)** | Reporting of Success Stories  **Dr. M. Preethi**  Professor, EEI, Hyderabad | Story Board Writing  **Dr. D. Shireesha**  Assistant Professor, EEI, Hyderabad | Use of Online Media and ICT Tools for ToT  **Dr. N. Anandaraja**  Associate Professor (Agril. Extn), DoEE, TNAU, Coimbatore | Constructive Journalism as a basis for field Journalism  **Dr. A. Sailaja**  Professor, EEI, Hyderabad |
| **24-09-2022**  **(Saturday)** | Reporting of News Stories  **Dr. V. Sreeram Vishnu**  Assistant Professor, Regional Agricultural Research Station, Wayanad, KAU, Kerala | Development of Short Film on News Story/ Success Story  **Dr. S. Rajesh Khanna**  Director, Universal Handwriting Academy  Rajahmundry, Andhra Pradesh | Writing Radio Scripts for Radio Talks  **Dr. D. A. Nityasree**  Programme Officer and Head, Krishi Community radio Station, UAS, Dharward | Valedictory  **Programme Coordinators** |

**Dr. M. Jagan Mohan Reddy** **Programme Coordinators**

Director, EEI **Dr. M. Jagan Mohan Reddy**

Director, EEI

**Dr. A. Sailaja**

Professor, EEI

**Dr. A. S. Charyulu**

Programme Officer, MANAGE