

REGISTRATION FORM

**ICAR Sponsored Short Course on
Communication & Management Skills for
Extension Professionals
(16th to 25th January 2013)
At Dept. of Home Science Extension &
Communication Management,
College of Home Science,
MKV, Parbhani-431 402 (M.S.)**

1. Full Name (in block letters)
2. Designation
3. Present employer & address
4. Basic pay
5. Address for correspondence
- Tel / Cell
- e-mail@.....
6. Date of birth
7. Sex : Male / Female
8. Marital status: Married / Unmarried
9. Experience
- (a) Teaching/research/professionalyrs
- (b) No. of publications during last 5 yrs.....
- (c) Mention post held.....
10. Mention whether you have participated in any
summer/winter school/short course etc. during last
five years under ICAR/ Other organization
11. Academic record Exam. Passed Major subjects
Year of passing University / Institution Bachelor's
Master's Doctorate's
12. Sign. of applicant :
(indicate name of place & date)
13. Recommendation of the forwarding Institute
- (Sign. with date, designation / address)

Date: Signature

Place: Name & Designation

Office seal

Prof. Vishala Patnam

Associate Dean and Principal
College of Home Science
Marathwada Krishi Vidyapeeth,
Parbhani 431 402 (M.S.)

Details for Correspondence

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www.mkv2.mah.nic.in

www.mkv.ac.in

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SHORT COURSE

on

COMMUNICATION AND MANAGEMENT SKILLS FOR EXTENSION PROFESSIONALS



Sponsored by

**Indian Council of Agricultural Research
New Delhi**

16 – 25 January 2013



Organised by

**Department of Home Science Extension
and Communication Management**

**College of Home Science
Marathwada Krishi Vidyapeeth
Parbhani - 431 402
(Maharashtra)**

The new media integrate the characteristics of both interpersonal and mass communication. They are interactive, the participants in the communication process have control over, and can exchange roles, in their mutual discourse. The use of information technology enables one to overcome the limitations of physical distance and time lag in communication. Rapid improvements in information technology have reduced their cost and space requirements, enhanced speed and storage capacity and increased connectivity between people, media and organizations. IT also facilitates preparation of conventional communication materials like posters, charts, leaflets, folders, bulletins, photographs, slides, video tape etc. in a better way in less time. Effective use of IT by the extension agency requires appropriate organizational change, improvement in information management and skill development of its users. IT, however, cannot replace face-to-face contact between extension agents and their clients. E-extension means using the power of online networks, computer communications & digital interactive multimedia to facilitate dissemination of farm information on wide scale. To improve information access to the farmers, extension workers, research scientists & extension managers E-extension cannot & will not eliminate all the problems of traditional extension. It will complement the traditional extension. It will subtract costs & reduce time & frankly it will reorient the whole method of extension in coming decades. It will bring new information services to rural areas which farmers, as users, will have much greater control than over current information channels.

Objectives

- To upgrade the knowledge and skill of participants in communication management.
- To help participants for utilization of traditional as well as advanced communication methods in dissemination of technologies.
- To strengthen the knowledge of participants about E-extension.
- To enable the participants to use effectively the soft skills in communication management.

In order to attain the objective the short course will cover different aspects related to communication and management skills such as effective written communication, information management by extension personnel, personality development, soft skills, communication gap and innovative methods in ToT, effective communication for stress management, role of ATIC, cyber extension, interactive module etc.

Who can apply?

Participants should be of the cadre of Assistant Professor & above or equivalent from ICAR institutes, SAUs, Central Agril. University, Agri. Institutes and KVK.

How to apply?

The eligible & interested participants are requested to send their applications in the given format through proper channel to the Director of Short Course on or before 15th Nov.2012.

Selection of Participants

Total 25 participants will be selected based on their eligibility & ability to be benefited from the programme. The selected candidates will be informed by 1st Dec.2012. The selected candidates should confirm their participation to the Director of Short Course by 15th Dec, 2012, failing which the candidature of the applicant

will be cancelled & the vacancy will be filled with candidates from waiting list. The participants have to pay a fee of Rs.50/- at the time of registration.

Lodging and Boarding

The participants will be provided lodging and boarding in the University Campus free of cost.

Travelling Allowance

The participants will be paid travelling for to and fro journey by bus or rail by the shortest route as per the norms of University and ICAR.

Climate

Parbhani is cool during the month of January with temperatures of 30°C maximum and 10°C minimum. Hence light warm clothing is sufficient.

Location

Parbhani is a district head quarter and railway junction well connected to Hyderabad, Bangalore, Mumbai, Delhi and Manmad. All express trains that travel between Manmad and Secunderabad stop at Parbhani. The nearest airport is at Aurangabad, which is 200 km away from Parbhani.

Train to Reach Parbhani

Train No.	From	To
17064	Secunderabad	Manmad
11406	Kakinada	Shirdi (Sun, Thr)
17002/4	Secunderabad	Shirdi (Mon,Sat)
17206	Kakinada	Shirdi (Tue)
17208	Vijayawada	Shirdi (Wed)
11046	Dhanbad	Kolhapur
17688	Dharamabad	Manmad
16733	Rameshwar	Okha (Sun)
12715	Nanded	Amrutsur
17618	Nanded	Mumbai (Tapawan)
11402	Nagpur	Mumbal (Nadigram)
17058	Secandraband	Mumbal (Devagiri)
12730	Nanded	Pune (Tue, Sun)