

Course Coordinators

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ICAR Summer School On



Effective Communication and Management Skills in Extension



Date: Nov. 24 - Dec. 14, 2015

Course Director
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Professor (Agricultural Extension)

Associate Course Director
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**Directorate of Extension Education
& Directorate of Open and Distance Learning
Tamil Nadu Agricultural University, Coimbatore - 641003
Tamil Nadu.**

<http://www.tnau.ac.in/>
<http://agritech.tnau.ac.in/>

Background & Objectives: In recent years the challenges facing agricultural extension have become manifold. The farming community have to be systematically and scientifically facilitated to effectively address the challenges facing production, value addition and marketing of agricultural produces and commodities. This assumes greater significance in the present scenario of unfavorable climate change phenomena, less availability of cultivable and productive lands, water scarcity, unexpected floods, reduced availability of labour and above all poor nutrient status of soils in major parts of India.

The farm scientists of SAUs, ICAR Institutes, etc., need to become more professional with new skills to effectively combat the above challenges and issues. Besides being technically skilled, scientists need to acquire process skills with managerial proficiency of high order, to empower farmers technically, financially and socially, especially by mobilizing and organizing them into functional groups or producer companies. In the light of the above, the present Summer School is designed to impart specific communication and management skills in the following areas:

•**Process Skills:** Working Systematically - setting aims, success criteria, resource use, planning, execution, use of skills, review, process plans, etc., and Team Building for effective extension work.

•**Leadership & Management:** Leadership development, managing change, time, resources, stress, projects, etc., delegation, coordination, evaluation, etc.

•**Communication Skills:** Interpersonal and mass communication techniques, ICT skills, motivational techniques, facilitation skills, listening, etc.

•**Participatory & Group Mobilizing Skills:** Organizing farmers into associations, SHGs, producer companies, etc., and exposure to public private partnership models.

Eligibility: Assistant Professors, Associate Professors, Scientists and Senior Scientists / or equivalent cadre of all disciplines having extension as one of the mandates belonging to SAUs /ICAR Institutes / Central Agricultural Universities / Deemed Universities / Agrl. Faculty of AMU, BHU, Vishwa Bharti and Nagaland University are eligible to apply.

Course Content: The course has been designed to enable the participants to acquire new process skills, management skills, leadership skills, participatory skills and group mobilizing skills for undertaking effective extension work.

Duration of the Course: The duration of the Summer School will be 21 days from **November 24 - December 14, 2015**. Participants are requested to reach TNAU, Coimbatore Campus by November 23, 2015 and may depart to their respective places by December 15, 2015.

Venue: The Summer School will be held at the Directorate of Extension Education and the Directorate of Open and Distance Learning, TNAU, Coimbatore, Tamil Nadu. Coimbatore is an important industrial city in Tamil Nadu and is better known as the Manchester of South India. The city enjoys a salubrious climate with temperature ranging from 19°C to 30°C during the months of Nov. / Dec. Coimbatore is situated at the foothills of Ooty hill station and is a home for many tourist destinations. The city is well connected by road, train and air.

Registration Fee: The Registration Fee is Rs.50/- per participant, which may be paid as Demand Draft or Postal Order drawn in favour of the Course Director (Summer School), Directorate of Open and Distance Learning, TNAU and should be attached with the application (Please visit CBP portal guidelines at <http://iasri.res.in/cbp>).

Board and Lodging: Board and Lodging will be arranged at the Teachers Hostel in TNAU.

Travel: Participants will be paid for the journey, to and fro, restricted to AC-II- tier train or bus fare or any other means of transport in vogue, as the case may be. Actual TA will be paid on production of tickets for the shortest route.

Last date for receipt of Applications Applications should be filed through CBP portal (<http://iasri.res.in/cbp>). The last date for receipt of applications 'through proper channel' by post to the Course Director is **November 5, 2015**. Intimation to selected candidates will be sent soon after this date.