



**Tamil Nadu Agricultural University**  
Coimbatore – 641 003



Dr. M. Rajavel, Ph.D.,  
Public Relations Officer  
Mobile: 94890 56730

Phone: 0422 - 6611302  
Fax: 0422 – 2431821  
E-mail: [pro@tnau.ac.in](mailto:pro@tnau.ac.in)

---

To  
The Editor,  
Sir,

Date: 01.12.2022

I request that the following message may kindly be published in your esteemed daily:

**TNAU conducts Orientation training on the video production and editing skills for outreach**

A one-day work shop on “Orientation training on the video production and editing skills for outreach” was organized by the department of Agricultural Extension and Rural Sociology, CARDS, TNAU at the seminar hall, RI building on 1<sup>st</sup> December 2022.

Earlier Dr. C. Karthikeyan, Professor and Head, Department of Agricultural Extension and Rural Sociology welcomed the gathering and he emphasized the need for changing agricultural graduates into agri-entrepreneurs and encouraged the students to learn video production to the fullest potential, although perfection is not possible in a session but highlighted on practice will make them perfect.

Dr. D. Suresh Kumar, Director (Centre for Agricultural and Rural Development Studies) in his felicitations, emphasized the urgent need of the video training for extending the technology from lab to land. Laboratory learning is manifested in the field through effective learning and insisted that video production skills is important and crucial. He also expected the students to have an on interaction and comprehensive learning during their stay in the RAWE programme on crop, animal husbandry and other allied practices. He wanted the students to make a documentation and show case the aspects learnt in the Rural Agricultural Work Experience Programme which will also benefit other students, simultaneously encouraging the sharing of learning.

Dr. E. Somasundaram, Director (Agri- Business Development), while felicitating emphasized the students for an observational learning, as they will have chances to see most of the resources in-situ and practical learning on various assets among the rural communities. He highlighted the significance of de-siltation and minerals and augmenting the organic way of doing. He suggested students to advice farmers on discussion with the experts in agriculture. He addressed the need for Indigenous Technical Knowledge (ITK) consolidation for documentation through

video story and learn entrepreneurship culture that must be learnt with utmost curiosity and creativity.

Dr. N. Venkatesa Palanichamy, Dean (Agriculture), in his felicitation wanted the students to excel in multiple fields to face ordeal of competition. He insisted the students to sensitize on the technology to the general public for first hand knowledge. Education must be geared up on the lacunas which must be rectified to reach out to all sections of people in a learning perspective and appeals the students of all colleges to utilize the opportunity to produce quality videos and share the indigenous knowledge.

Mr. J. Parthiban, CEO, J&J Media Solutions, Coimbatore, emphasized the need for learning the video skills for empowerment and livelihood for life skills. He highlighted the students about increasing employment opportunities in the field of animation and graphics. He also emphasized the training in video production will enormously increase the confidence in students to bring up successful documentation of agricultural technologies.

Dr. R. Thamizh Vendan, The Registrar, presided over and inaugurated the training. In his inaugural address, appealed the students that knowledge and skills learnt in undergraduate programmes only elevated to greater heights in life. The frontier skills like video production are really useful for the students to excel in the skills for upgradation. Metamorphosis of the RAWWE programme has taken the shape of “seeing is believing” and “learning by doing” for a comprehension. Professional skills like video production will be helpful to face the mounting challenges. He enlightened, the training will encompass all the details available in villages that needs to be documented in three aspects namely, Indigenous Technical Knowledge (ITK), Modern technology and value addition & marketing, driving from amateur to professional skills.

Dr. A. Janaki Rani, Professor (Agricultural Extension), proposed a formal vote of thanks. Nearly hundreds of IV B.Sc. (Hons.) Agri student participants took part in both online and offline.

**Public Relations Officer**