

Communication and Management Skills for Extension Professionals: Twenty-One Day Virtual Training Inaugurated at ICAR-NAARM

Date: 1-10-2020

ICAR-National Academy of Agricultural Research Management, Hyderabad is organizing a 21-days Online Training Programme on **Communication and Management Skills for Extension Professionals** (1-21 October 2020). Inaugural function was held on 1 October 2020. Dr. R. K. Samanta, Former Director, ICAR-NAARM and Former Vice Chancellor, BCKV, Kalyani, West Bengal was the Chief Guest; Dr. Ch. Srinivasa Rao, Director, ICAR-NAAM presided over and Dr. S. K. Soam, Joint Director, ICAR-NAARM graced the occasion.

In his inaugural address, Chief Guest Dr.R.K.Samanta emphasized on the critical importance of communication and management skills for effective and efficient extension and advisory service delivery. He also stressed on the changing perspectives in the noble profession of agricultural extension and urged the participants to put in their best efforts to reach out to farming communities for fostering inclusive and sustainable livelihood security.

Delivering the presidential remarks, Dr. Ch. Srinivasa Rao highlighted the intricate interface between communication and management skills and categorically stressed on the need to continuously improve these critical competencies for the success of extension efforts.

Dr. S. K. Soam in his remarks stressed on the need to use IT-enabled communication and management tools for speedier and effective outreach in providing customized solutions to problems of farmers and farming.

This training programme aims to enable the participants to benchmark and enhance their communication and management skills for effective extension and advisory services. Conceptual understanding and practical exercises, structured experiences and individual and group exercises are planned to achieve the programme objectives.

The programme is being attended by 78 participants (24 women and 54 men) representing KVK, Agri. University and other institutions from 19 states and 2 union territories.

Dr. Bharat S. Sontakki, Principal Scientist & Head, Dr. P. Venkatesan & Dr. Surya Rathore, Principal Scientists from Extension Systems Management Division are the Programme Directors.

