

## **“Dynamic Digital Presence” – Webinar organised by ICAR NAARM**

*Date: 7-10-2024*

ICAR-National Academy of Agricultural Research Management (NAARM) hosted a half-day webinar on 7-10-2024 on "Dynamic Digital Presence", as part of the Vigilance Awareness Campaign being organised from 16 August to 15 November 2024 by the Indian Council of Agricultural Research (ICAR). The webinar was attended by 82 participants representing over 40 ICAR institutions.

While delivering the inaugural address Dr. Ch. Srinivasa Rao, Director of ICAR-NAARM emphasised on the importance of preventive vigilance in institutional activities such as procurement, recruitment, and developing institutional websites. Dr. Rao highlighted the need for compliance with security protocols and the responsible use of social media platforms to effectively engage with stakeholders.



*Dr. Ch. Srinivasa Rao, Director of ICAR-NAARM delivering inaugural address*

Mr. Ajith M, Senior Project Manager at CDAC, Hyderabad, delivered a detailed lecture on "Website Testing, Security Auditing, and Certification." He covered critical aspects of website performance testing, compatibility testing, and security auditing. Dr. Anil Rai, Assistant Director General (ICT), ICAR, New Delhi, delivered a talk on "Dynamic Digital Presence of ICAR: Way Forward." He highlighted ICAR's digital initiatives in administration, finance, research management, and extension. Dr. Rai discussed the organization's vision for leveraging digital tools to enhance efficiency in these crucial areas, ensuring a more dynamic and impactful online presence.

**Way Forward**

- **Leveraging AI and Machine Learning:** Precision Agriculture, Disease Diagnosis, Yield Prediction etc.
- **Blockchain Technology:** Supply Chain Transparency, Smart Contracts etc.
- **Virtual Reality and Augmented Reality:** Training and Education, Virtual Tours etc.
- **Social Media and Content Marketing:** Targeted Content, Live Streams and Webinars, Influencer Partnerships.
- **Mobile Applications:** Personalized Recommendations, Market Information, E-commerce Platform.
- **Data Analytics and Insights:** Data-Driven Decision Making, Open Data Platforms.

- **Cybersecurity and Data Privacy:** Robust Security Measures, Data Privacy Compliance.
- **Integrated Digital Strategy:** Unified Platforms, Centralized Information Hub.
- **Strengthening Social Media Engagement:** Targeted Campaigns, User-Generated Content.
- **Collaborative Initiatives:** Partnerships with Tech Start ups, Joint Research Projects
- **Capacity Building and Training:** Digital Literacy Programs, Extension Services, Awareness Campaigns
- **Community Building:** Online Forums and Support Groups, Hackathons and Competitions

*Dr. Anil Rai, Assistant Director General (ICT), ICAR, New Delhi, delivering lecture*

*Participants from various ICAR institutions across the country attending the webinar*

The webinar was well-received, with active participation from various ICAR institutions. The discussions underscored the growing need for enhanced digital vigilance and robust cybersecurity practices within the organization. This webinar was a key initiative under ICAR's ongoing efforts to promote transparency, accountability, and technological advancement in its operations.

The webinar was organised by Dr D Thammi Raju Principal Scientist and Vigilance Officer of the Academy.