



e-book  
on  
**MOBILE JOURNALISM**

**Programme Coordination**  
**ICAR-INDIAN INSTITUTE OF HORTICULTURAL RESEARCH**  
**HESSARAGHATTA, BENGALURU-560089**  
**KARNATAKA**



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**2023**



**ICAR-IIHR & MANAGE, Hyderabad**  
**Collaborative physical training program**  
**On**  
**MOBILE JOURNALISM**

**26-28, October 2023**



**PROGRAM DIRECTORS**  
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**Dr. Srinivasachayulu Attaluri**  
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**Venue**

**ICAR-INDIAN INSTITUTE OF HORTICULTURAL RESEARCH**  
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# Mobile Journalism

## Introduction

The National Institute of Agricultural Extension Management (MANAGE), an apex level autonomous organization under Ministry of Agriculture and Farmers Welfare, Govt. of India is organizing a collaborative physical training program for line department officers from across country during year 2023-24. This is a Physical mode training program on "MOBILE JOURNALISM organized at ICAR-Indian Institute of Horticultural Research (IIHR) Bengaluru, Karnataka. from **26-28 October, 2023 (3 days)**, In order to expose the participants to the creation, development and spread of MOBILE JOURNALISM and empower them with additional skills to spread the technologies through Mobile platforms, at a faster and cost effective manner to reach the stake holders in the shortest possible time. Special emphasis is on the Mobile Journalism concepts, philosophy, processes, strategies applied in MOBILE JOURNALISM for FASTER, COST EFFECTIVE spread, reach and sharing of Agri/Horticultural information among stake holders for empowerment, transformation and progress

## Objective

1. To develop awareness on Mobile Journalism Philosophy and Methods
2. To orient the scope of Mobile Journalism as a strategy to spread Agricultural Science among stake holders
3. Developing Mobile Journalism modules for farmers, startups, standups and FPOs -Extension interventions

## Eligibility Participants

Extension officials of state/central horticulture departments, horticulturists, faculty of SAUs/KVKs/ICAR institutes are eligible to apply.

**Duration:** October 26-28<sup>th</sup>, 2023

**Physical Mode :** at IIHR Hessaraghatta Lake post, Bengaluru-560089

## Content

- ✓journalistic practice based on reporters with portable multimedia newsgathering equipment
- ✓A new form of storytelling, softwares used in mobile journalism
- ✓radical personalization of news-gathering
- ✓Content streaming and receiving from smartphones
- ✓citizens or group of citizens involved in the process of collecting, reporting, analysing and disseminating news and other formats of information
- ✓User Generated Content, Citizen journalism, Professional journalists

# Mobile Journalism

## How to Apply

The participation can apply online on MANAGE website(<https://www.manage.gov.in/trgModule/emailRegn.asp?tpno=FJK&tpyear=FDFG>) or IIHR website (<https://www.iihr.res.in/training-program-mobile-journalism-mojo>) and also with the help of link given below.

## Registration Link

<https://www.manage.gov.in/trgModule/emailRegn.asp?tpno=FJK&tpyear=FDFG>

The selection of participants and details guidelines of training program will be intimated through e-mail. Upon selection they should immediately confirm participation.

**Last Date for Applying online: 20<sup>th</sup> October , 2023, 5:30 pm**

**Selection of candidates:** Selected candidates will be intimated on 21<sup>st</sup> October 2023 by e-mail/phone. Maximum 25 participants on first cum first serve

**Online examination:** An online examination will be conducted on 28<sup>th</sup> October, 2023, 4:00-4:30 pm in which the participants has to respond 25 multiple choice questions through google forms.

## Criteria for certification

- ❖ Full time attendance
- ❖ Minimum 40% score in online exam

**Program Feedback:** The participants have to rate each session as a feedback which will be

## Program Directors

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Principal Scientist

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## MOBILE JOURNALISM

### How to Reach

Kindly reach IIHR using the location link below

<https://maps.app.goo.gl/LnMMFnwa9WQZmEj86> , you will have to reach IIHR on 25<sup>th</sup> October 2023 evening and can depart after 1700 hrs. on 28<sup>th</sup> October 2023

### TA/DA

Participants will not be paid any TA/DA, they need to claim it from their organisation, or bear it on their own.

### Boarding and Lodging

Participants will be provided accommodation, wholesome meals and refreshments. However, local participants will be provided lunch and intersession's refreshments only.

**TRAINING APPLICATION FORM**  
FOR  
**MOBILE JOURNALISM**  
26-28, OCT 2023,  
AT  
ICAR-IIHR BENGALURU -560089

SL NO	PARTICULARS		RESPONSE
1	<b>Name</b>		
2	<b>Gender</b>		
3	<b>Age</b>		
4	<b>Occupation</b>		
5	<b>Education</b>		
6	<b>Organisation with address</b>		
7	<b>District</b>		
8	<b>State</b>		
9	<b>Phone/fax/mobile</b>		
10	<b>e-mail</b>		