





e-book

on MOBILE JOURNALISM

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



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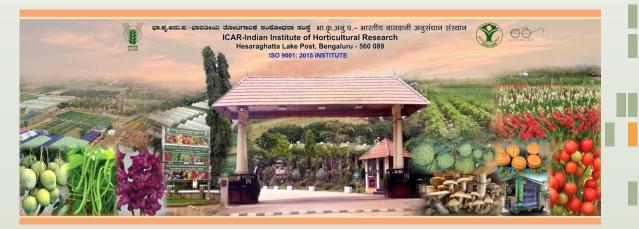






ICAR-IIHR & MANAGE, Hyderabad Collaborative physical training program On MOBILE JOURNALISM

26-28, October 2023



PROGRAM DIRECTORS Dr. V. K. Jayaraghavendra Rao Dr H R Ramya Dr. Srinivasachayulu Attaluri Dr. P Sharath Kumar

Venue ICAR-INDIAN INSTITUTE OF HORTICULTURAL RESEARCH HESSARAGHATTA,BENGALURU-560089 KARNATAKA



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 26-28th , 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

 \checkmark 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



How to Apply

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

Registration Link

<u>https://www.manage.gov.in/trgModule/emailRegn.asp?tpno=FJK&tpyear=FDFG</u> 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: 20th October, 2023, 5:30 pm

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

Online examination: An online examination will be conducted on 28th 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		
Dr. V. K. Jayaraghavendra Rao	Dr. H.R. Ramya	
Principal Scientist	Scientist	
ICAR-INDIAN INSTITUTE OF HORTICULTURAL	ICAR-INDIAN INSTITUTE OF HORTICULTURAL	
RESEARCH,	RESEARCH,	
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How to Reach

Kindly reach IIHR using the location link below <u>https://maps.app.goo.gl/LnMMFnwa9WQZmEj86</u>, you will have to reach IIHR on 25th October 2023 evening and can depart after 1700 hrs. on 28th 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 26-28,0CT 2023,

AT

ICAR-IIHR BENGALURU -560089

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