

## Nomination form

### CENTRE FOR ADVANCED FACULTY TRAINING IN HOME SCIENCE

Professor Jayashankar Telangana State  
Agricultural University  
Post Graduate and Research Centre  
Rajendranagar, Hyderabad – 500030

21 days training programme on  
“New media for development communication:  
Measuring tools and techniques”  
16<sup>th</sup> September to 6<sup>th</sup> October 2016

Name of the University & State: .....

1. Full name (in block letter): .....

2. Department & Designation: .....

3. Present employer and address: .....

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4. Address with pin code:

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Tele Phone: ..... Mobile No: .....

E-mail: .....

1. Permanent address with pin code:

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2. Date of Birth :

3. Sex : Male/Female

4. Marital status : Married / Unmarried : .....

5. Academic record

Examination passed	Subjects	Year of passing	Class ranks, distinctions	University/ Other institution

10. Professional Experience and No. of Years

Teaching : \_\_\_\_\_ Research: \_\_\_\_\_

Extension: \_\_\_\_\_ Administration: \_\_\_\_\_

11. Posts held in past 5 years:

Post	Organization	Period	Nature of work

12. Current research areas of interest & major field of specialization

13. Number of Publications

- A. Research papers      B. Popular articles  
C. Books                      D. Instruction Manual /others

14. Number of Seminar, Summer/Winter School/Short Course, etc. attended during the previous years under ICAR / Other Organizations : .....

15. Accommodation required: Yes: \_\_\_\_\_ No: \_\_\_\_\_

(Accommodation is restricted to participants only)

Date..... Signature of the Applicant

Place.....

Recommendations of forwarding Institute

Date.....

Place..... Signature

• Last date for submission of form : 31-07-2016

The Brochure and Nomination form can be downloaded from  
Website : [www.pjtsau.net](http://www.pjtsau.net) / [www.cafths.com](http://www.cafths.com)

Application can be sent online through CBP web vortal of ICAR  
[www.proj.iasri.res.in/cbp/](http://www.proj.iasri.res.in/cbp/)

Nomination form to be sent to

Dr. P. Amala Kumari , Course Director,  
College of Home Science, PJTSAU  
Saifabad, Hyderabad-500 004

Advance copy of nomination by soft copy may be sent by  
E-mail to: [amala\\_puthota@yahoo.com](mailto:amala_puthota@yahoo.com), [cafthscpjtsau@gmail.com](mailto:cafthscpjtsau@gmail.com)

For more information Contact:

Course Director                      CAFT-H.Sc. Director :  
Dr. P. Amala Kumari                  Dr. K. Uma Maheswari  
[amala\\_puthota@yahoo.com](mailto:amala_puthota@yahoo.com)      [kumamaheswari2019@gmail.com](mailto:kumamaheswari2019@gmail.com)  
09492927422                              09949500753

Venue:

College of Home Science,  
PJTSAU, Saifabad, Hyderabad



## CENTRE FOR ADVANCED FACULTY TRAINING IN HOME SCIENCE

Professor Jayashankar Telangana State  
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Offers

21 Days Training Programme  
on

New media for  
development communication:  
Measuring tools and techniques

From 16<sup>th</sup> September to 6<sup>th</sup> October 2016



Course Director

Dr. P. Amala Kumari, Professor

Course Co-Directors

Dr. Neela Rani, Associate Professor  
Ms. S.L. Kameswari, Assistant Professor  
Dept. of HECM, College of Home Science,  
Saifabad, Hyderabad.

Development communication is a social process based on dialogue using a broad range of tools and methods. It is about seeking change at different levels including listening, debating, building trust, sharing knowledge and skills, structuring policies and learning for sustained and meaningful change. Further, it brings about a planned growth intended to promote human development, reducing, if not eradicating poverty, unemployment and other social inequalities. It is engaged not only in mere reporting of facts or opinions, but also in teaching the people and leading them to action. It imparts and shares ideas to nurture and cultivate the proper attitudes, skills and values.

India is a developing country with lot of achievements in all the fields of modern day life including that of Science & Technology, Agriculture and Industry. It has been increasingly recognized that people's active participation is an essential component of any intervention intended for achieving a real and sustainable improvement in the living conditions of people. Development communication is at the very heart of this challenge: it is the process by which people become leading actors in their own development. Communication enables people to go from being recipients of external development interventions to generators of their own development.

The current points of view in development communication to enable the peoples' participation are **broad casting vs narrowcasting, globalisation vs glocalisation, communications vs communication, everyday vs professional communication, practical vs theoretical knowledge, beyond behavior change and research orientation**. WHO says that it is those who write or produce programmes on issues related to development are called development communicators. The teachers, scientists and extensionists in State Agricultural Universities are development communicators in varied fields of agriculture and allied sectors and they should be self-reliant in application of development communication.

New media technologies have also been put to serious use for development communication. Interactivity, narrative, instant feedback and persuasion capability are used to rope in common person into the process of development through the new media. Websites and blogs, streaming audio and video, chat rooms, social media and sharing platforms, apps etc., are some on the list of new media technologies using for development communication. They possess the following characteristics

- The creation of new textual experiences
- The arrival of new ways of representing the world
- The development of new relationships between users and consumers and media technologies

- The development of new patterns of organization and production

The qualitative and quantitative analysis of impact of new media on stakeholders is possible through built in metrics available with the technology. Indicators such as page views, clicks, ratings, visitor engagement rate, conversions rate, distributions, sharing, ROI etc., can be tracked, aptly applying measuring tools and techniques. They can also be benchmarked for competitive advantage of development communication. These indicators mentor and monitor, the instantaneous progress of the approach and provides directions for future endeavor.

The participants who are going to attend the training programme on **New media for development communication: Measuring tools and techniques**, will be provided with an exposure to application of new media in interested issues of development communication and study the impact. They can carry a multimedia product with them to continue in back home situation.

#### Objectives:

1. To sensitise the participants towards need for application of new media in development communication.
2. To expose to various new media and impact measuring tools and techniques
3. To provide hands-on-experience in using new media measuring tools and techniques.

#### Content of the training

- Development communication – An Indian perspective.
- Hypothetical concepts of development communication and new media
- Government initiatives and institutions for development communication
- Strategies and approaches for development communication
- Case studies and success stories of new media in development communication in public and private sectors
- Integration of Social marketing approach in development communication
- Online and offline new media technologies
- Radio based interventions
- Telecommunication technologies in development communication
- Media use in MDG and impact- An analytical review

- Quantitative and qualitative media impact analysis -Mass media analytics
- Media rating strategies and techniques
- Computing ROI
- New media product development

#### Benefits for participating organizations

- Skill development in the field of new media
- Enables to plan for ICT interventions
- Technology reach through amalgamation of traditional and new media
- Online multimedia product to start digital dissemination

#### Host faculty

Faculty of Home Science, for the past four decades involved in technology generation to cater the needs of its clientele group and farm families in various spheres. These technologies are transferred through built in extension system of PJTSAU i.e., KVKs, as well as media. With the advent of new media technologies for vertical and horizontal reach, the department of Home Science Extension and Communication Management, gained experience in their application in academic, research and extension programmes. The faculty also possess research experience in production of media management products and ICT tools for transfer of technology through new media. Added to this, Hyderabad is a hub of information technologies in the fields of both hard and soft. Consequently a relevant learning environment for the proposed training programme can be created.

#### Invitation to participants

PJTSAU extends an invitation to faculty members of State Agricultural Universities and ICAR institutions, with a minimum of three years teaching/ research/extension experience.

Participants are requested to send the duly filled in nomination form to the CAFT Director on or before 31st July 2016. The lodging and boarding and travel expenses will be borne by CAFT, under training programme budget to faculty of SAU and ICAR institutes as per ICAR guidelines. Travel expense will be restricted to ACII tier sleeper charges of train and will be based on the criterion of pay scales of the participants.

#### Venue

The training programme will be organised at College of Home Science, PJTSAU, Saifabad, Hyderabad