

ANNOUNCEMENT



Summer School

On
**New Age Extension Strategy for
Communication Proficiency and Managerial
Skill for Extension Professionals: Concept,
Approach, Methodology and Application**

07 – 27 September, 2016

Duration 21 days

Course Director

Prof Manas Mohan Adhikary

Course Coordinators

Prof Sankar Kumar Acharya

Prof Debabrata Basu



**Bidhan Chandra Krishi Viswavidyalaya
Department of Agricultural Extension
Faculty of Agriculture
Po: Krishi Viswavidyalaya, Dist: Nadia
West Bengal – 741252**

INTRODUCTION

The global scenario of extension management has been elevated to earn a new level of methodological innovations and performance proficiency, just to make agriculture and rural enterprise a new connotation for livelihood for millions. Humane skills and innovations are the driving force to initiate and sustain production function, value addition and quality management for any nation or organization. To scale up the present level of agricultural productivity to an attainable level of three hundred fifty mt by 2040, we have to explore new skills, manage new resources and integrate apparently discrete innovations into a unified conceptual capability. We need modern skill management and organizational proficiency in agriculture.

The development approaches and programmes in the present World are undergoing fast and rapid changes as well as experiences. With the unabated increase of hunger, poverty and entropy across the World, the need for monitoring and evaluation techniques of different development programme has become extremely imminent. While more than one billion people in the present World are reeling under abject poverty, it will be a luxury and a crime to show mark of indifferent or skewed interest in the monitoring of projects meant for poor people for their enunciation from poverty and stigma of humiliation.

The scientific and dependable methods, tools and techniques for project monitoring are evolving yet, and not in resolving state. Different indicators used to measure poverty; livelihood, discriminations, impact, risk etc deserve a special attention from the experimenter and professional of development and progress. All these have got a far line consequence in the formatting of policy, customizing of approaches and standardizations of actions.

OBJECTIVES

- **Creating knowledge base on the concepts, approach, methodology and application for shaping advanced extension strategy for**

communication and managerial skills for extension professionals;

- **Generating performing skills, strategy and vision to supplement and compliment the areas of communication and management skill;**
- **Sharing experiences and creating learning profile with the eminent experts and pioneering organization.**
- **To derive some policy having national and international implication through interaction and experiential learning approaches.**

APPROACHES TO THE PROPOSED SUMMER /WINTER SCHOOL

- a) Perception building through brain storming, scenario analysis, scoping and concept sharing on the proposed text.
- b) Problem throwing and agenda setting through interactive lecture methods.
- c) Remedial and prophylactic measures, forecasting systems, reorienting research and extension, changing policy for investment, scope shaping and dialoging with present intervention and future strategy for protecting agriculture, animal husbandry, fishery, rural enterprises and eco-system as a whole.
- d) Documentations of the whole learning process and impact.

PLEASE NOTE:

The participants should submit their application online using CBP vortal through <http://iasri.res.in/cbp> or under the link Capacity Building Program at <http://icar.org.in> After filling the online application, take a printout of the application and get it approved by the competent authority of the organization. Upload the scanned copy of application through CBP vortal. A DD or Postal Order in favour of Director, Summer School for Rs 50/- will be required while applying online. Fill 'Draft/Postal' order details in the application form at the CBP vortal.

ABOUT THE INSTITUTE

Bidhan Chandra Krishi Viswavidyalaya came into being in 1974. The sylvan campus surrounded by deep green landscape, present a pleasant symphony of serenity and beauty.

The Department of Agricultural Extension is one of the oldest and most prestigious departments of this Viswavidyalaya. The department is unique for its innovative teaching approach, front line project operations and cutting age research methodology. And all this are catered by a good number of erudite and eminent faculties to nurture young and bright scholars. The present Summer/Winter School has been the eight in a row for this discipline in this Viswavidyalaya and can be claimed as a splendid example of its class and level.

Situated at 56 Km away from Kolkata, it is closer to village and rural life all around. The trio of Faculties viz. Agriculture, Horticulture and Agricultural Engineering keeps on graduating young talents, creative mind and committed personality and has gone nationally reckoned to bring pride to the institution.

HOW TO REACH

From Sealdah Railway Station, Kolkata; frequent local train services provide excellent connectivity with the University. Kalyani Railway Station is the nearest to the campus; from there, it is of 5 minutes drive by auto/rickshaw to reach the venue i.e. Farmers Academy Convention Centre (commonly known as FTC or Lake Hall) PO: Kalyani, Dist. Nadia, West Bengal, Pin-741235, Phone: 033-25825908.

ELIGIBILITY

Teachers/Scientists working in any discipline of Agricultural Science or in allied subjects in the rank of Associate Professor / Assistant Professor and equivalent cadre under SAUs, ICAR Institutes and Deemed Universities, are eligible to apply. The intending applicants may send their bio-data in the proforma, provided herein, through the sponsoring Head of the Institute to reach on or before **16th August, 2016**.

TRAVEL, BOARDING AND LODGING

- The selected candidates will be entitled to the Third/Second AC Sleeper Class Railway fare to and fro by the shortest route from their respective place of work.
- Free lodging and boarding facilities will be provided at the University premises.

WEATHER

In the month of September, weather condition in this part of West Bengal is moderate hot & humid, with the temperature ranging from 22 °C - 34°C.

ITIMATION

The selected candidates would be informed by Fax/Phone or E-mail. Candidates are requested to send their confirmation of participation by **02nd August, 2016**.

ADDRESS FOR CORRESPONDENCE

Prof M M Adhikary

Course Director

Professor of Agricultural Extension

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PROFORMA FOR APPLICATION FOR

PARTICIPATION IN

Summer School

On

New Age Extension Strategy for Communication Proficiency

and Managerial Skill for Extension Professionals: Concept,

Approach, Methodology and Application

07 – 27 September, 2016

Venue: Farmers Academy and Convention Centre

BCKV, Kalyani, Nadia,

West Bengal

(To be sent direct to Director Summer School)

Institute-----

At-----

- Full Name (in Block letters).....
- Designation
- Present Employer and Address
- Address to which reply should sent (in Block Letters)
[Give Email and Mobile number also]
- Permanent Address.....
- Date of Birth:_____
- Sex: Male/ Female
- Teaching/research/professional experience (mention post held during last 5 years and number of publication)

- Marital Status : Married/ Unmarried_____
- Mention if you have participated in any research seminar/ Summer/Winter School/Short Course, etc during the previous years under ICAR / other organizations-----

Title	Duration	Place	Sponsoring Agency

- Postal Order No..... Dated of Rs.50/- (Not refundable) for Registration of Application-----
- Academic record

Examination Passed	Subject main/ Subsidiary	Year of Passing	Class ranks distinction etc	University or Institution	Other information

Signature of the Applicant

Date_____

Place_____

- Recommendation of Forwarding Institute

Signature_____

Designation_____

Date_____