ICAR Short Course on
“Communication and Management Competency Enhancement for Extension Professionals”

19 Feb to 28 Feb 2018

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Sponsored by
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The circular is also available in our institute website
https://naarm.org.in/home/
Background
The competency is directly associated with extension work, because the ability of extension workers to achieve set program objectives depends solely on the quality of skills, knowledge and attitude they possess, in other words, the professional and personal characteristics that will lead to successful or high performance in discharge of duties. All extension personnel ought to acquire individual strengths, capabilities as an instructor, expertise in information and communication technology and proficiency in their academic specialty. Moreover, in an extension program, the extension worker is the most essential feature towards success or otherwise. But the number of competent and professional extension professionals is clearly inadequate and which poses a great challenge to the strategy to be used in ensuring that human potentials are fully utilized in extension within the developing countries.

Likewise, in NARES and KVK system, the extension personnel often seem to focus less on good management, and more on the glamorous and exciting work of leadership. To be a great extension professional, one must have an extensive set of skills, from planning and delegation to communication and motivation. In this background, the short course is proposed with an objective to provide an insight into recent advances in fruit crops research across the country. The topics are identified in such a way that all the aspects of fruit crop research are covered. Candidates who undergo this 10 days course will find themselves a sea change in research aptitude which may lead to admirable changes in the future.

NARES professionals serving for technology management need to improve their competency in communication and management. Such mastery demands effective capacity building programmes in this area. With this aim, a short course has been contemplated by ICAR-NAARM with financial support of ICAR to train Extension professionals of NARES in Competency skills. This brochure provides details about the programme for benefit of interested NARES professionals.

Objectives
1. To sensitize entry and middle level NARES professionals about the role of communication and management skills for technology management.
2. To enhance the competency of extension professionals in communication skills.
3. To impart appropriate skills for effective extension management.

Course content
- Communication Skills
- Writing, presentation, listening, interpretation skills
- Process documentation
- Management Skills
- Group dynamics and Team building
- Leadership development
- Interpersonal skill
- Conflict management

Pedagogy
The course will provide an excellent opportunity to have both theoretical and hands on experience on communication and management skills to generate desired effect, with potential to increase the effect of the message. This can bring elicit change, generate action, create understanding within and among the extension system. The course delivery strategy consists of a blend of hands-on-exercises, lectures, discussions and exposure visits. However, the course emphasizes on hands-on-exercises to enable participants to internalize the knowledge and skills imparted in the training. This might necessitate extension of the class hours beyond the regular 0930 hours to 1630 hours

Duration and Venue
This course of 10 working days duration is offered during February 19-28, 2018. The participants are expected to arrive latest by the evening of February 18, 2018 and can leave after 1700 hrs on the last day of the programme. The programme will be held at the ICAR - National Academy of Agricultural Research Management, Rajendranagar, Hyderabad- 500030. The programme is completely residential.

Eligibility
1. The programme is mainly targeted at the entry and middle level NARES professionals including that of KVKs, who are actively involved in technology management
2. Working not below the rank of Assistant Professor and equivalent in the concerned subject under Agricultural University / I.C.A.R. Institute

Participants Selection
Maximum intake for the programme is 25 participants. As per the eligibility criteria, participant’s selection would be based on first-cum-first basis. Selection of candidates is a matter of discretion of the competent authority of ICAR-NAARM. Participant’s nomination from the respective heads of organizations does not entail confirmed participation in the programme. A formal confirmation letter indicating the selection of candidates will be sent by ICAR-NAARM a week after the last date for the receipt of nominations. Selected participants are expected to bring their present assignments pertaining to pattern communicating and managerial skills in technology management

Nominations
Nominations through proper channel may be sent so as to reach on or before February 04, 2018. The selected candidates will be intimated by 2nd week of February 2018 by email.

Registration
There is no course fee, however a non-refundable registration fee of Rs.50/- (Rupees Fifty only) is to be paid by way of a Postal Order (drawn in favour of ICAR Unit, NAARM payable at Hyderabad).

TA and DA
Participants will be paid to and fro fare for journey performed by the shortest route by rail or bus or other means of transport. The payment will be made as per their entitlement but restricted to the maximum of AC II tier train fare. If any participant chooses to travel by Air, he/she may do so, but their claim shall be restricted to AC II tier train fare, provided they travel by Air India and book the tickets with ICAR code (095). Participants are required to produce a photo-copy of the rail / bus / air tickets (only by public transport) and original onward boarding pass for reimbursing the travel expenditure.

Boarding and Lodging
Participants will be provided rent-free accommodation, wholesome meals and refreshments. Local participants will be provided lunch and inter-sessions tea only.

Travel
Hyderabad is well connected by air, rail and road from all parts of the country. One can reach NAARM located in Professor Jayashankar Telangana State Agricultural University by city bus route No 95A from Koti to Agricultural college bus stop, or 94H or 94R to Rajendranagar bus stop which are 1.5 kms from the Academy or by 95R which plies limited trips from Koti to Rajendranagar via NAARM Campus or by taxi / auto. Participants are advised to make their return reservations well in advance at their end.