



ICAR Sponsored Winter School  
**Next Generation Communication and Management  
Competencies for Inspiring Service Excellence of  
Extension Professionals**  
8-28 February 2022

### Context

Extension service is an important input in achieving farmers' livelihood improvement and wellbeing. Over the years, nature of extension service has changed from conventional transfer of technology to facilitation, education, linking and advisory roles. Ever-changing agricultural scenario coupled with dynamic and diverse needs of farmers and other stakeholders, necessitates continuous competency enhancement of extension professionals. Recent developments in science and technology have brought in new concepts and practices in communication and management. Hence, extension professionals should have next generation communication and management competencies for effective performance of these roles. Emerging digital technologies and management tools necessitate continuous capacity development of extension professionals to remain relevant and effective. With this aim, ICAR-NAARM is organizing this ICAR Sponsored Winter School to develop competencies of extension professionals of NARES in next generation communication and management skills for inspiring their service excellence.

### Objectives

- To sensitize and inspire participants on the concept of and need for service excellence.
- To orient them to next generation communication and management competencies.
- To facilitate benchmarking their communication and management competencies.
- To provide conceptual understanding and hands-on opportunities to enhance next generation communication and management competencies.

### Content

Communication skills: Speaking, Listening, Thinking, Writing, Reading and Non-Verbal Communication; Skills for using Electronic and Digital Media for Communication.

Management skills: Personality Development, Leadership, Teamwork, Time Management, Conflict Management, Creativity, Design Thinking, Goal Setting, Planning, Strategizing, Monitoring and Evaluation, Decision Making, Emotional Intelligence, Professional ethics, Quality Assurance and Service Excellence, Health and Wellbeing.

### Learning Strategy

The course content will be imparted using blended pedagogical approach with a) Interactive Lecture Sessions with Self-Assessment Exercises, b) Practical Sessions with Structured Exercises / Experiences and Role Plays, c) Written Assignments, d) Individual Seminars, e) Extempore presentations and f) Group Presentations. The strategy emphasizes peer and collaborative learning among participants and faculty.

### Eligibility

Scientists, faculty members and development professionals in extension in agriculture and allied disciplines and other social scientists of ICAR, Agricultural Universities, KVVKs, other Educational Institutions, NGOs and private sector.

**Preference will be given to candidates working in Assistant Professor and equivalent cadre.**



## Duration and Venue

This 21-days winter school will be conducted during 8 to 28 February 2022. The participants are advised to arrive latest by the early morning of 8 February 2022 and can leave after 1700 hours on 28 February 2022. It is fully residential programme. The venue will be ICAR - National Academy of Agricultural Research Management (ICAR-NAARM), Rajendranagar, Hyderabad - 500030.

## How to Apply

As per the ICAR guidelines, **the interested candidates should register and apply online through 'Capacity Building Programme' (CBP) Vortal** as follows:

- Visit the website <https://cbp.icar.gov.in/> or click on Capacity Building Programme link under <http://www.icar.org.in/>
- Login using your user ID and Password. To create user ID use "Create New Account" link.
- After login, click on "Participate in Training" link and fill the proforma and send the duly signed copy through proper channel to The Course Director.
- Make sure to upload the scanned copy of the application form approved by the Director or Head of Organization. The advance scanned copy of the nomination may be sent by email.
- No other means of application shall be considered.
- **Last date** for receipt of ONLINE NOMINATIONS is **22 January 2022** and the selected candidates would receive formal confirmation mail from Course Director by 29 January 2022.
- Participants are advised to depart to Hyderabad only after the receipt of formal confirmation intimation from the Course Director.
- For any query write mail to the course director or [cbp@icar.gov.in](mailto:cbp@icar.gov.in).

## TA & 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. No DA will be paid to the participants.

## 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. Participants are advised not to bring family members with them.

## Course Team

Dr. Bharat S Sontakki, Course Director, Email: [bharatss@naarm.org.in](mailto:bharatss@naarm.org.in); Tel: 040-24581327, Mob: 9440965798

Dr. P. Venkatesan, Course Coordinator, Email: [venkatesan@naarm.org.in](mailto:venkatesan@naarm.org.in), Tel: 040-24581469, Mob: 8790667291

Dr. Surya Rathore, Course Coordinator, Email: [suryarathore@naarm.org.in](mailto:suryarathore@naarm.org.in); Tel: 040-24581315, Mob: 8897124519

## Contact

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## COVID-19 Protocols

*Participation is open to "fully vaccinated participants" only. Selected participants must produce vaccination certificate. Participants on their arrival in NAARM Campus must produce a Negative COVID-19 Report of RT-PCR test done not more than 72 hours before. Social distancing, hand hygiene and wearing of mask are mandatory during training sessions, study visit and on campus premises. They must scrupulously follow other COVID-19 protocols (as stipulated and communicated from time to time by Government of India and State Government)*



**ICAR- National Academy of Agricultural Research Management**  
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