

**DIRECTORATE OF EXTENSION EDUCATION
JUNAGADH AGRICULTURAL UNIVERSITY
JUNAGADH - 362 001**

**NATIONAL LEVEL TRAINING PROGRAMME ON "WRITING FOR PRINT
MEDIA" JOINTLY ORGANISED BY MANAGE, HYDERABAD & JUNAGADH
AGRICULTURAL UNIVERSITY, JUNAGADH (February 27 - 29, 2012)**

Date : February 27 - 29, 2012
Duration : 3 days
Participants : About 30 (from different states)
Level of Participants : Officers of Department of Agriculture and SAUs from various States of the Country
Venue : Conference Hall, Old DEE Office, JAU, Junagadh

Time-Table

Date/ Time	Topic	Talker
27.02.2012 Monday (1st day)		
9.30 a.m. to 1.00 p.m.	Registration	- Sh.M.K. Jadeja, Agril.Officer, DEE Office, JAU, Junagadh
	Inauguration & Introductions	- Dr. N.D. Bharad, Training Associate, DEE Office, JAU, Junagadh - Dr. A.M. Parakhia, Director of Extension Education, JAU, Junagadh
	Briefing on Programme & Participants' Expectations	- Dr Lakshmi Murthy - Dr VP Sharma
	<ul style="list-style-type: none"> • Role of media in development communication and Knowledge dissemination in agriculture. • Focus on print media 	- Dr VP Sharma
1.00 to 2.30	Lunch Break	
2.30 p.m. to 5.45 p. m.	<ul style="list-style-type: none"> • Documentation: Types of documentation; • Documentation in development projects; • Tools and techniques; 	- Dr Lakshmi Murthy
	<ul style="list-style-type: none"> • Audience centred writing. • Audience and objectives and getting the message across 	- Dr Lakshmi Murthy
28.02.2012 Tuesday (2nd day)		
9.30 a.m. to 1.00 p.m.	<ul style="list-style-type: none"> • Importance of planning and research • Identifying and Capturing information – Research techniques: use of Internet, sourcing original content, copyright issues, using a variety of sources etc. : Interview, observation; 	- Prof. Kamlesh Patel, Director, IT Cell, JAU, Junagadh

9.30 a.m. to 1.00 p.m.	<ul style="list-style-type: none"> Focus on the anatomy of a document (success story, case, report): title, authors, summary, key recommen, background, body, evidence, examples, tables and graphics, conclusions, references, supporting information) 	- Dr. P.R. Kanani, Professor of Extension Education, JAU, Junagadh
1.00 to 2.30	Lunch Break	
2.30 p.m. to 5.45 p. m.	<ul style="list-style-type: none"> Outlining/ Constructing a story Preparation of a news item/write-up: Individual task Presentation and discussion 	- Shri Vijaysinh Parmar, Bureau Chief, Times of India, Rajkot
29.02.2012 Wednesday (3rd day)		
9.30 a.m. to 1.00 p.m.	<ul style="list-style-type: none"> Writing and editing skills Presentation and design - Design and quality parameters Getting published –Pitching storylines – what an editor looks for /topicality /originality/relevance to target readership. 	- Dr Lakshmi Murthy
	<ul style="list-style-type: none"> Key points and error in writing research paper. 	- Prof. Simaben Mandavia, Professor, College of Agril. Engg. & Tech., JAU, Junagadh
1.00 to 2.30	Lunch Break	
2.30 p.m. to 5.45 p. m.	<ul style="list-style-type: none"> Content development Preparation of success story –group work Facilitation, feedback & concluding 	<ul style="list-style-type: none"> - Dr. N.D. Bharad, Training Associate, DEE Office, JAU, Junagadh - Dr. N.C. Patel, Hon'ble Vice Chancellor, JAU, Junagadh - Dr. A.M. Parakhia, Director of Extension Education, JAU, Junagadh

(Signature)
18/2/12

Director of Extension Education

No. JAU/DEE/Tech-2/ *1423-40* /12

Junagadh; Dated. 18/02/2012

Copy fives for information to:

PS to Hon'ble Vice Chancellor, Junagadh Agricultural University, Junagadh

Copy for necessary action please:

The concerned talker... with a request to send the detailed note (hard copy & soft copy) of the talk immediately before 24th February, 2012. The note should be typed in Times New Roman, Font size-12, Paper size A-4 with margine at top 1", bottom 1", left 1.5" and right 1".