Training Programme on

Information and Communication Technologies (ICTs) for Effective Agricultural Decision-making

December 17-21, 2018

BACKGROUND

Information use in agriculture has increasingly become important for effective decision-making by the farming community. The rapid technological advancements and changing agricultural systems have significantly highlighted the needs of efficient transfer of advanced and real-time information and knowledge to the farmers through various medium. In general, farmers' decisions of adopting new agricultural technologies are based on their perceptions of limited information. Information on improved agricultural technologies and practices in most developing countries is delivered by publicly funded agricultural extension services, which have previously failed to respond to the changing needs of the farming communities. However, significant changes in publicly-funded agricultural extension services have been seen in recent years, where the use of Information and Communication Technologies (ICTs) have substantially increased to meet the informational requirement of the farming communities. Information and Communication Technologies (ICTs) have a great potential help to transform agriculture into a profitable farm business. The ability of modern ICTs to deliver relevant and timely information facilitates taking informed decisions for using their resources in the most productive and profitable ways.

OBJECTIVES OF THE PROGRAMME

This programme aims at building the capacity of officers working in agriculture and allied departments in understanding the importance of Information and Communication Technologies (ICTs) in farming decision-making. Specific objectives of the programme are as follows:

- Sensitize the officers of agriculture and allied departments on agricultural decision making processes.
- Discuss the effective agricultural extension strategy for farming communities in building the relationship with them.
- Evaluate the possibility of utilizing information and communication technologies in strengthening the agricultural extension services for enhanced decision-making.

National Institute of Agricultural Extension Management (MANAGE)
(An Organization of Ministry of Agriculture & Farmers Welfare, Government of India)
Rajendranagar, Hyderabad—500 030, Telangana, India
Website: www.manage.gov.in

PROGRAMME CONTENT/ MODULE

The program will be divided in 3 modules. Module 1 will focus on scope and nature of agricultural extension and advisory services and importance of information in decision-making. Module 2 would elaborate on models of agricultural decision-making and farm adoption behaviour. Finally, module 3 will focus on using information and communication technologies in strengthening agricultural extension for effective decision-making

PEDAGOGY

A suitable combination of classroom lectures, interactive discussions, class exercises, case studies, and experience sharing to be used for effective delivery of the program.

WHO SHOULD ATTEND

The target participants of this programme are officers working with agriculture and allied departments of central and state governments. The middle and senior level executives of food and agribusiness companies may also attend this program on payment basis.

DURATION

December 17-21, 2018 (5 Days)

VENUE

National Institute of Agricultural Extension Management (MANAGE), Hyderabad

NOMINATION

There is no course fee and free boarding & lodging will be provided at MANAGE Guest house for government officials. The TA/DA of the nominated officers has to be borne by the nominating department.

Please send your nomination to the Programme Director on following address:

Dr. Jabir Ali, Director (Knowledge Management, ICT & Mass Media)
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