



CENTRE FOR ADVANCED FACULTY TRAINING IN HOME SCIENCE



Professor Jayashankar Telangana State Agricultural University
Post Graduate and Research Centre
Rajendranagar, Hyderabad-500030

NEW MEDIA FOR DEVELOPMENT COMMUNICATION: MEASURING TOOLS AND TECHNIQUES *TRAINING REPORT*

PARTICIPANTS BLOGS

 V.Sudhakar A Source of Agriculture Information sudhakar.bijiliindinfo.com	 NEETA KHANDLWAL neeta.bijiliindinfo.com	Dr.Vijay.K vijay.bijiliindinfo.com	Dr. Jessie W S jessie.bijiliindinfo.com	Dr. Sanjay Godbole Livestocks Health sanjay.bijiliindinfo.com
Water is life Dr. Padmaja Bhimoreddy padmaja.bijiliindinfo.com	 H Nutri bharti.bijiliindinfo.com	S.L.Kameswari to connect to share kameswari.bijiliindinfo.com	Dr.Kulkarni Madhumati Vithalrao madhumati.bijiliindinfo.com	 Dr.M.Srinivasulu Empowerment of Farmers srinu.bijiliindinfo.com
DR.R.NEELA RANI SOURCE OF GENDER EQUALITY AND NSS neelarani.bijiliindinfo.com	Dr. Swapna swapna.bijiliindinfo.com	Dr.Dhanasree Kuna dhanasree.bijiliindinfo.com	P.Srilatha srilatha.bijiliindinfo.com	SIRISHA DEEPTHI SORNAPUDI For the artist in you sirisha.bijiliindinfo.com
 సాధారణ వ్యవసాయం/ SUSTAINABLE AGRICULTURE ramprasad.bijiliindinfo.com	 Dr.V.Uma uma.bijiliindinfo.com	Dr.Y.Sivalakshmi Towards organic Farming sivalakshmi.bijiliindinfo.com	Dr Lakshmi Kuchibhotla Nutritionist for family and friends lakshmi.bijiliindinfo.com	BBHAWANA AASNANI ASSISTANT PROFESSOR, POLYTECHNIC IN HOME SCIENCE, JYRANAGAR, RAJ. UNIV. bhawana.bijiliindinfo.com



CAFT Director :
Dr. K. Uma Maheswari
Professor & University Head (Foods&Nutrition)
Director-CAFT HSc PG&RC



Course Director
Dr. P. Amala Kumari, Professor

Co-Directors
Dr. R. Neela Rani, Associate Professor
Ms. S. L. Kameswari, Assistant Professor

Department of HECM
College of Home Science
Saifabad, Hyderabad - 500004, Telangana



ACKNOWLEDGEMENT

The CAFT Director, Course Director and Course Co-Directors gratefully acknowledge the financial support provided by the Indian Council for Agricultural Research (ICAR) for conducting the 21 days training programme entitled “New Media for Development Communication- Measuring Tools and Tehciniques” held from 16th September to 6th October 2016, under Center for Advanced Faculty Training in Home Science. Our special thanks to Dr.V. Praveen Rao, Vice-Chancellor, Professor Jayashankar Telanagna State Agricultural University encouragement and guidance to conduct CAFT – H.Sc activities under the Faculty of Home Science. We express our sincere thanks to Dr. A. Mrunalini, Associate Dean & In charge of Dean of Home Science for the total support. We also thank all the Heads of the Department of all the five disciplines of Home Science at College of Home Science, Hyderabad for their valuable contributions. We express our sincere thanks to Keynote speaker of the Inaugural session Dr.Kanchan K. Mallik , Associate Professor and Faculty Fellow, UNESCO Chair on Community Radio, Hyderabad Central University and Chief Guest of valedictory function Sri. Udayshankar, Programme Head, All India Radio, Hyderabad. Our thanks are to all the Vice Chancellors who nominated their staff to attend the programme.

We deeply acknowledge the presence and guidance of Dr. F.L. Sharma, Professor & Head, Dept. of Extension Education, Rajasthan College of Agriculture, Udaipur, Rjasthan, who is nominated by ICAR as an expert member for monitoring and evaluation of the programme. With immense gratitude, we place our regards to all the guest speakers who spared valuable time for sharing their experience with the participants. Special thanks to Managing Director, Eenaadu School of Journalism, Hyderabad and Director, Sangam Radio, Zaheerabad, for allowing the participants to visit their esteemed organizations.

We thank the Director, NAARM for providing boarding and accommodation facility for participants. We thank the non teaching staff of CAFT-H.Sc and College of Home Science for the support and help rendered all through the training period.

Dr. P. Amala Kumari
Course Director

Dr. K. Uma Maheswari
Director, CAFT-H.Sc.

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EXECUTIVE SUMMARY

Dr. P. Amala Kumari, Course Director

Development communication refers to the use of communication to facilitate social development. Social development is about putting people at the centre of development. This means a commitment that development processes need to benefit people, particularly but not only the poor, but also a recognition that people, and the way they interact in groups and society, and the norms that facilitates such interaction. Social development is also about improving the well-being of every individual in society so they can reach their full potential. The success of society is linked to the well-being of each and every citizen.

Development communication engages stakeholders and policy makers, establishes conducive environments, assesses risks and opportunities and promotes information exchanges to bring about positive social change via sustainable development. Development communication techniques include information dissemination and education, behaviour change, social marketing, social mobilization, media advocacy, communication for social change and community participation.

The current points of view in development communication to enable the peoples' participation are broadcasting vs narrowcasting, globalization vs glocalisation, communications vs communication, everyday vs professional communication, practical vs theoretical knowledge, beyond behavior change and research orientation. Government's "Digital India" project launched on 1st July 2015 envisions empowering citizens with e-access to government services and livelihood related services, among others. The project has three core components, viz. digital infrastructure, digital services and digital literacy.

WHO says that it is those who write or produce programmes on issues related to development are called development communicators. The teachers, scientists and extensionists in State Agricultural Universities are development communicators in varied fields of agriculture and allied sectors and they should be self-reliant in application of development communication.

The challenges in front of us are to provide details of information with regard to location-specific crop production technology, economics of crop, livestock and fish farming, authorized sources of timely availability of standard quality inputs, farm equipment, sprinklers, drippers, among others, along with costs, post-harvest management technology, commodity prices,

weather, measures to minimize impact of drought and climate change etc., to all categories of stakeholders.

The environment and its relation to **sustainable agricultural development** and **food production** present an enormous challenge. A prime consideration is the proper use and conservation of natural resources. **Population growth** is exerting pressure on natural resources, on food production and on the ability of governments to provide basic services and employment opportunities. Population growth depends on choices made by individuals. **Malnutrition** is both a cause and a consequence of underdevelopment. Recent decades have seen consistent reductions in the daily per caput supply of calories in many countries.

Women in development is another priority issue. In many countries, women shoulder most of the work in rural areas. Given the opportunity, women have shown themselves again and again to be highly responsive and responsible when helped to mobilise themselves, build upon available resources and produce sustainable results. Women need to learn additional technical and organisational skills and more women are needed at the centre of decision-making. Specific challenges where communication is vital include helping women's groups to increase their self-determination and to broaden the dialogue between the sexes regarding rights, privileges and responsibilities.

Digitalisation has connected the world one to another. To what extent it is in utilisation is a question and to maximise the utilisations is a challenge. There is technology available now to combat semantic, demographic and geographic barriers. There are technologies with the researchers to encounter a problem. What else is needed now ?

This is an hour of convergence- technology convergence, media convergence, strategy convergence, which leads to:

Integrated production: This would ideally foster a more efficient production that would use every medium strengthens to offer the most useful information in each of them at the right moment.

Multiskilled professionals : The ideal multiskilled professionals, would be able to produce persuasive media products.

Multiplatform delivery: The maturity of the internet and mobile communications, as well as the data-enabled digital television systems, has broadened the range of options for the citizens to access the news.

Active audience: Qualitative changes in the audience habits and attitudes namely fragmentation, specialization and active participation and customization of content and ease the production of news that is highly targeted to specific niche audiences.

With this background, this training programme entitled “New media for development communication- measuring tools and techniques was proposed as a 21 day training programme with the following objectives and got sanctioned.

1. To sensitize the participants towards need for application of new media in development communication.
2. To expose to various new media and impact measuring tools and techniques
3. To provide hands-on-experience in using new media measuring tools and techniques.

All the agriculture universities Vice- Chancellors, Deans of Home science and Directors of Extension, training coordinators of at least 40 KVKs were sent the training brochure and nomination form by post for deputation of at least two eligible faculty members for the training. Initially there was a lot of response from faculty members from all over India and they also sent advanced copy of the nomination form. University officials were further contacted by email and telephone for deputation of staff. As many as 25 applied for the programme, out of which 20 were finally reported. They were from 9 Universities (ANGRAU-2, TNAU-1, Veterinary university -2, Animal Fisehry Science, Maharashtra-1, Birsa Agricultural University, Jharkhand-1, Vasantao Naik Marathwada Krishi Vidyapeeth, Parbhani-1, SDA University, S.K.Nagar, Gujarat-1, Junagadh Agricultural University, Amreli, Gujarat-1and PJTSAU-10) from 6 states (Gujarath, Tamilnadu, Maharashtra, Jharkand and two telugu states A.P. and Telanagana). Fifteen female and 5 male participants are from three faculties- 10 H.Sc., 5 Agril 4 Veterinary, 1Agril.Eng. This interdisciplinary composition made the training programme to have versatile speakers of varied specilisation.

The focus of the training programme was on two major issues- 1. New media for development communication. 2. Measuring metrics of the new media products to analyse the performance. Focusing these two issues, entire programme is divided into five broader areas, viz., Development communication- An over view, New media technologies and Development communication , Development communication - Research perspectives, Media in development communication and New media interventions and measuring tools and techniques.

Topics and relevant speakers are identified for delivery of information, keeping in view the Sustainable Development Goals to be achieved by 2030 through a holistic approach. A total of 76 sessions were scheduled, out of which 31 (46 hours) were theoretical and 45 (68 hours)

were practical. Among practical orientated sessions 36 hours are devoted for workshop to have hands on experience. Speakers aSmtre invited from national institutions like C-DAC, NIN, IIPH, IHHFW, NAARM, DRR, IFFCO, HCU, AIR, JNTU, MSSRF, PIB and reputed TV channels like ETV, MANA TVetc. and Software development agencies. Two filed visits- one to Eenaadu School of Journalism for technology convergence and UNESCO assisted Sangham Community Radio Station in Medak district were arranged.

The programme was inaugurated by the Chief Guest, Dr. V. Praveen Rao, Hon'ble Vice Chancellor, PJTSAU and key note address was delivered by Dr. Kanchan K. Mallik, Associate Professor and Faculty Fellow, UNESCO Chair on Community Media, University of Hyderabad, while Dr. A. Mrunalini, Associate Dean and Dean Home Science i/c, College of Home Science as special guest. The chief guest directed the participants to integrate agriculture literacy in digital media, to enlighten towards agricultural knowledge from the school education level. The guest of honour in her key note addressed stressed on the convergence of technology and information for overall development.

The over view of development communication in India, Government initiatives to achieve, the theoretical concept to ascertain people's participation was provided by eminent speakers viz., Smt. B. Vijayalakshmi, Principal Technical Officer of prestigious InDg Project of C-DAC, Dr. A. Maryswarnalatha, Professor and University Head, Dept. of HECM, PJTSAU. The expectations of FAO, WHO and UNICEF were enlightened by Dr. Snehalatha, Development consultant, with special references to SDGs.

The new media interventions of respective institutions to reach the unreached like IHHW, NIN and IIPH in the field of human health and development were shared by Dr. V. Uma Devi, Dr. G. Subbarao, and Dr. Suresh Munuswamy who possessed enormous experience in planning, execution, monitoring and evaluation. Dr. Nancy Anabel, Director, Dr. Praveen, Senior Programme Manager and Ms. Sunitha, Content Manger the core faculty of MSSRF, Digital Green and IFFCO respectively enlightened the participants by presenting the success of interactive portals, videos, mobile information services and apps in sustaining the livelihood activities of farmers and farm families.

Participants were exposed to new media interventions, devices, tools, policies, programmes and ethical issues in print, radio, telecommunication, mobile and television media for dissemination of development communication messages. Dr. P.J. Sudhakar, Additional Director General, PIB; Dr. G. Nageswara Rao, Principal Eenaadu School of Journalism, Sri. Sailesh Reddy, CEO, Mana TV; Sri. M. Ravishankar, Addl. General Manager, BSNL; R. Ravi

Kumar, Head, Corporate Communication, KSK Energy Ventures Ltd and Sri. Chalapati Rao, Broad Casting Engineering, AIR were the speakers.

With regard to new media products and their metrics, the participants interacted with Web portal and blog developers, Social media designers, SMS promoters, Media advertiser, Statisticians, Professional photographers etc., who at length explained the processes and demonstrated the metrics for measurement of impact. Since content management is one of the major issues of concern in any new media product, Dr. Bharath Sontaki, Principal Scientist, Extension Systems, NAARM and Dr. Shaik Meera, Principal Scientist, DRR were invited, who gave special focus to research issues in new media. As mandatory, pedagogy training sessions were organized for two days, inviting the team of experts form ESM Division, NAARM, who included Dr. P. Ramesh, Dr. S. Senthil Vinayagam , Dr GRK Murthy and Dr.D.Thammi Raju Principal Scientists.

Visit to Eenaadu School of Journalism to witness the media and content convergence for development communication and visit of Sangam Community Radio, Deccan Development Society, which is replica of participatory development communication model, created interest, enhanced the confidence and motivated to take the role of development communicator in the era of digitalization.

Each participant is expected to apply the theoretical knowledge and skills acquainted through practical sessions to ascertain hands-on-experience and carry a new media product back to home to continue in future. For that purpose blog is provided to every one of them with a sub-domain of with 500mb space, in the already existing blog of the Dept. of HECM www.hecm.in. They were also given facebook account to practice social media promotion and dashboard user ID and pass word to check their metrics. The participants though worked for their blogs during and after each practical session, but were vigorous during workshop conducted from 3rd to 5th, as part of the training programme. Based on the need, the relevant experts were once again invited during the workshop. Timely support was extended by Sri. Vinith Babu and Sri. B. David Raju, by being attending to all the queries of the participants

Competition is created among participants by announcing prize to the best blog-development and promotion, metrics and content relevancy to SDGs. All the 20 participants actively developed blogs, enriched with content, videos, images and photographs and duly promoted to achieve metrics. Six best blogs were awarded for excellent development and promotion, outstanding analytics and multiple sustainable development goals. Dr. M. Ram

Prasad, Assistant Professor, Dept. of Soil Science and Dr. Lakshmi Kuchibhotla, Assistant Professor, Dept. of Foods and Nutrition achieved for project development and promotion; for outstanding metrics Ms. S. Sirisha, dept. of Apparel& Textiles and Dr. Bhawana Asani, Assistant Professor, Dept. of Family Resource Management and for incorporating multiple SDGs Dr. V. Uma, Assistant Professor, Dept. of Veterinary and animal Husbandry Extension Education and Dr. Y. Sivalakshmi, Assistant Professor, Dept. of Agronomy were given a digital certificate and an independent domain to continue the activities. Their URLs are as follows. Ramprasad- www.agriinfotech.in, Uma- www.veterinaryextension.com, Sivalakshmi-www.organicinfo.in, Sirisha-www.aptx.in, Lakshmi-www.nutriinfo.in, Bhawana-www.bhawanaasnani.com

Valedictory programme of the training programme was conducted on 6th October for which was presided over by Dr. P. Mrunalini, Associate Dean & Dean Home Science i/c and Sri. Udayshankar, Programme Head, All India Radio, Hyderabad was the chief guest. Dr. K. Umamaheswari, CAFT director welcomed the gathering and Dr. P. Amala Kumari, Course Director presented the training report as well as the projects developed by the participants.

LIST OF PARTICIPANTS

S. No	Name & Designation	Discipline	Address	Email Id & Contact No
1.	Mrs. Dr. Bharti, Scientist	Home science Dept. of Food & Nutrition	Birsa Agricultural University KVK, Baliapur, Dhanbad, Jharkhand.	bhartibau@gmail.com 0829423260
2.	Dr. Uma. V. Assistant Professor	Dept. of Veterinary and Animal Husbandry Extension Education	Dept. Of Veterinary and Animal Husbandry Extension Education, Veterinary College and Research Institute, Namakkal.	umaavet@gmail.com 09442124777
3.	Dr. Madhumati Vithalrao. Kulkarni Assistant Professor	Dept. of Extension Education	Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani Maharashtra.	mdhmti@rediffmail.com 09421387251
4.	Dr. Neeta Khandelwal Assistant Professor	Dept. of Home Science Extension	Department of Home Science Extension Education, ASPEE College of Home Science & Nutrition, SDA University, S.K.Nagar, Gujarat	neeta.udr@gmail.com 08469081951
5.	Dr. Dhanasree Kuna Assistant Professor	Dept. of Home Science Extension	Acharya N.G.Ranga Agricultural University, College of Home Science, Guntur, AP	dhana.sree1@gmail.com 09494192229
6.	Dr. Lakshmi Kuchibhotla Assistant Professor	Dept. of Foods & Nutrition	Acharya N.G.Ranga Agricultural University, College of Home Science, Guntur, AP	lakshmi.kuchibhotla@gmail.com 9989993506
7.	Dr. Bhawana Asnani Assistant Professor	Dept. of Family Resource Management	Polytechnic in Home Science, Junagadh Agricultural University, Amreli, Gujarat	bhawana_asnani@yahoo.com 07359199476 09460913050

8.	Dr. Sanjay Maroti Godbole Farm manager/ Assistant Professor	Dept. of Veterinary microbiology	Maharashtra animal and fishery sciences university, Nagpur.	drsanjaygodbole@rediffmail.com 09922670076
9.	Dr. B. Padmaja Associate Professor	Dept. of Agronomy	Agricultural College, PJTSAU, Jagtial, Karimnagar, Telangana State 505329	bhimireddymaduri@gmail.com 9440040605
10.	Ms. S. Sirisha Deepthi Assistant Professor	Dept. of Apparel & Textiles	College of Home Science, PJTSAU Saifabad, Hyderabad.	ssdeepthi@gmail.com 7799556662
11.	Dr. Jessie Suneetha.W Assistant Professor	Dept. of Foods & Nutrition	Post Graduate and Research Centre, PJTSAU Rajendranagar, Hyderabad-500030	wjsuneetha@gmail.com 9849308363
12.	Dr. R. Neela Rani Associate Professor	Dept. of Extension and Communication Management	College of Home Science, PJTSAU ,Saifabad, Hyderabad.	neelar47@gmail.com 9550704672
13.	Dr. Y. Siva Lakshmi Scientist	Dept. of Agronomy	Agricultural Research Station, Tornala, Siddipet (M), Medak (Dt).	siva_yettapu@rediffmail.com 9949190389
14.	Ms. S.L. Kameswari. Assistant Professor	Dept. of Extension & Communication Management	College of Home Science, Saifabad, Hyderabad, PJTSAU	kammu_14@yahoo.co.uk 9490797922
15.	Mr. V. Sudhakar Public Relation Officer	Mass Communication	Administrative office PJTSAU Rajendranagar, Hyderabad-500030	vannoj_s@yahoo.co.in 9989623483
16.	Dr. M. Ram Prasad Assistant Professor	Dept. of Soil Science and Agricultural Chemistry	Agricultural College, PJTSAU Aswaraopeta.	mullapudiramprasad2020@gmail.com 9848110773
17.	Dr. M. Sreenivasulu Associate Professor	Dept. of Agricultural Extension	College of Agriculture, PJTSAU, Rajendranagar, Hyderabad.	msrinu70@gmail.com 9912385260

18.	Mrs. P. Srilatha Assistant Professor	Dept. of Food Technology	College of Food Science & Technology, PJTSAU, Rudrur, Nizambad.	srilatha2708@gmail.com 9014980120
19.	Dr. G. Swapna Assistant Professor	Dept. of Pharmacology & Toxicology	College of Veterinary Science, Korutla, Karimnagar.	drswapna74@gmail.com 9848805886
20.	Dr. K. Vjay Assistant Professor	Livestock Production and Management	Instructional Livestock Farm Complex (ILFC) College of Veterinary Science, Korutla, Karimnagar.	vijjuvet@gmail.com 7032114469

LIST OF DROPPED PARTICIPANTS

S. No	Name & Designation	Discipline	Address	Email Id & Contact No
1.	Ms. Serene Shekhar, Assistant Professor	Home Science Extension	Dept. of Extension, ASPEE College of Home Science & Nutrition, SDAU, SK Nagar, Dist: Banaskantha, Gujarat	09510135998, shekhar.sdau@gmail.com
2	Dr. Vijay Prakash Kakani, Scientist	Veterinary Extension Education	Krishi Vigyan Kendra, Garikapadu, A.P	09490385909 drvijaykakani@gmail.com
3	Mrs. Renu Arya, Subject Matter Specialist	Home Science Extension	Behraich (U.P.) (Krishi Vigyan Kendra, Berraich (U.P.)), Berraich (U.P.)	09415046343 renupau@gmail.com
4	Dr. Purva Jaggi, Assistant Professor	Home Management/Family Resource Management	Krishi Vigyan Kendra, Ropar, Punjab	08968947719 purva_1978@gmail.com
5	Mr. D.Kumara Swamy, Assistant Professor	Agricultural Economics	Agricultural college , Aswaraopet, PJTSAU	9866948395 dksagrigo@gmail.com
6	Dr.D.Malaiswamy, Assistant professor	Home Science Extension	TNAU, Maduri	09443174312 agri_malai@yahoo.co.in
7	Dr. Arun Jyothi, Assistant Professor	HDFS	KVK, Warangal, Veterniary University	9160658558 jyothipunjala@gmail.com

ORGANIZING COMMITTEE



**Dr. K. UmaMaheswari, CAFT-Director, Dr. P. Amala Kumari, Course Director,
Dr. R. Neela Rani, Smt. S.L. Kameswari & participants**

RESOURCE PERSONS

S.No	Speakers	Contact information
1	Dr. K. UmaMaheswari,	CAFT Director kumamaheswari2019@gmail.com 9949500753
2	Smt. B.Vijaya Lakshmi	Principal Technical Officer InDg Project C-DAC vijayab@cdac.in 9490118137
3.	Dr. P. Amala Kumari	Course Director amala_puthota@yahoo.com 9492927422
4	Dr. A. Mary Swarnalatha	Professor & Head Dept. of HECM marylatha57@yahoo.co.in 9849552251
5	R. Ravi Kumar	Head, Corporate Communication KSK Energy Ventures Ltd. Hyderabad ravi196@gmail.com 9618997567
6	Dr. V. Uma Devi	Assoc. Professor IIHFW, Hyderabad drvumadevi@yahoo.co.in 9701375279
7	Sri. M. Ravishankar	Addl. General Manager BSNL Bhavan, Adarsh Nagar, Hyderabad mravishankar@bsnl.co.in 9441400429
8	Dr. Snehalatha	Regional Advisor (South Asia) Splash, Ciatel, US sneha_sreedhar@yahoo.com 9000172555
9	Dr. Suresh	President Nutrifi , Hyderabad rahul@nutrifi.in 7032660339
10	Dr. Kanchan K. Malik	Associate Professor, Department of Communication Faculty Fellow, UNESCO Chair on Community Media University of Hyderabad Gachibowli, Hyderabad 500046 kanchank.malik@gmail.com 9908582613

11	Smt. Narsamma	General Secretary, Sangam Radio, Zaheerabad Deccan Development Society Zaheerabad 9959868879
12	Sri. Chalapati Rao	Broad Casting Engineering ncraoir@gmail.com 9849044435
13	Sri. G. David Raju	Director Raise Click Online Solutions Pvt. Ltd. Hyderabad david@raiseclick.com 9948667700
14	Sri. G. Vinith Babu	Director Eminent Apps Begumpet, Hyderabad. vinit@unicsoft.in 9951997973
15	Mr. Praveen Kumar	Senior Programme Manager Digital green 9849340254
16	Sri. G. David Raju	Director Raise Click Online Solutions Pvt. Ltd. Hyderabad david@raiseclick.com 9948667700
17	Ms. G. Sunitha Rani	Content Manager IFFCO, Hyderabad sunitharaniganta.iksl@iffco.in 9676453504
18	Sri. M. Satyanarayan Bhuti	Associate Manager SMS country, Hyderabad satyanarayana.bhuti@smscountry.com
18	Dr. G.M. Subbarao	Scientist 'E' National Institution of Nutrition Hyderabad gmsubbarao@gmail.com 9701933391
19	Dr. P. Ramesh	Principal Scientist, ESM Division rameshp@naarm.ernet.in
20	Dr. S. Senthil Vinayagam	Principal Scientist, ESM Division senthil@naarm.ernet.in

21	Dr. GRK Murthy	Principal Scientist, ESM Division murthy@naarm.ernet.in 9440789649
22	Dr.D.Thammi Raju	Professor & Principal Scientist, NAARM dtraju@naarm.ernet.in 9441491054
23	Sri Bhikshapati	Social Media Developer bhikshu5@gmail.com 8801476209
24	Dr. F.L. Sharma	Professor & Head Dept. of Extension Education Rajasthan College of Agriculture Udaipur, Rjasthan flsharma2007@rediffmail.com 09829199742
25	Dr. Nancy J Anabel	Director Information Education and Communication M. S. Swaminathan Research Foundation III Cross Street, Institutional Area Taramani, Chennai 600 113, India anabel@mssrf.res.in 9444391467
26	Dr. Suresh Munuswamy	Assistant Professor, Indian Institute of Public Health-Hyderabad (IIPH-H) Program Coordinator, MSc and PhD: Health Informatics By PHFI + AcSIR s.munuswamy@iiph.org 9959560333
27	Dr. P.J Sudhakar	Additional Director General Press Information Bureau Ministry of information and Broad Casting pjsudhakar@gmail.com 9494799911
28	Dr. Shaik Meera	Principal Scientist DRR, Hyderabad meera.shaik@icar.gov.in 9000680909

29	Sri. Sailesh Reddy	C.E.O. Mana T.V. Telangana Government.
30	Dr. Bharath Sontaki	Principal Scientist Extension Systems NAARM, Hyderabad bharatss@naarm.ernet.in 9440965798
31	Dr. G. Nageswara	Professor in Statistics (Retd) PJ TSAU gadirajunr@gmail.com 9908183794
32	Sri. Chalapati Rao	Broad Casting Engineering ncraoir@gmail.com 9849044435
33	Sri N. Harish	Asst. Professor Dept. of Arts, JNTU naredlaharish@yahoo.com 9966085246
34	Sri S. Siva Prasad	Asst. Professor Dept. of Arts, JNTU sivaseeta@gmail.com 9502481584
35	Sri N. Ugandar Reddy	Business Development Executive Eminent Apps Begumpet, Hyderabad yugendhar.to@gmail.com 7702225275

SCHEDULE OF EVENTS

Date	Time	Topic	Speakers
16.09.16	9.30 am to 12.30 pm	Registration	Participants & Training team
		Pre evaluation	Participants
		Orientation to CAFT	Dr. K. UmaMaheswari, CAFT Director kumamaheswari2019@gmail.com 9949500753
		Introduction to training	Training team
	1.30 to 3.30 pm	Digital India- Government initiatives with special reference to development communication.	Smt. B.Vijaya Lakshmi Principal Technical Officer InDg Project C-DAC vijayab@cdac.in 9490118137
3.30 to 5.30 pm	Development communication – An Indian perspective.	Dr. P. Amala Kumari Course Director amala_puthota@yahoo.com 9492927422	
17.09.16	9.00 to 11.00 am	Hypothetical concepts of development communication theories and strategies	Dr. A. Mary Swarnalatha Professor & Head Dept. of HECM marylatha57@yahoo.co.in 9849552251
	11.00 am to 1.00pm	Inauguration Chief guest	Dr. V. Praveen Rao Vice Chancellor PJ TSAU
		Guest of honor	Dr. A. Mrunalini Associate Dean & Dean of Home Science i/c, College of Home Science
		Key note address	Dr. Kanchan K. Malik Associate Professor, Department of Communication Faculty Fellow, UNESCO Chair on Community Media University of Hyderabad Gachibowli, Hyderabad 500046
	1.30 to 3.30 pm	Print journalism and New media	R. Ravi Kumar Head, Corporate Communication KSK Energy Ventures Ltd.

			Hyderabad ravi196@gmail.com 9618997567
	3.30 to 5.30 pm	NHM programmes and strategies- Reach the unreached	Dr. V. Uma Devi Assoc. Professor IIHFW, Hyderabad drvumadevi@yahoo.co.in 9701375279
18.09.16 Sunday			
19.09.16	9.00am to 5.30pm	Media technology convergence – Visit to Eenaadu School of Journalism	Training team ejshr@eenadu.net Contact no. 8008001942
20.09.16	9.00 to 11.00am	Telecommunication technologies in development communication.	Sri. M. Ravishankar Addl. General Manager BSNL Bhavan, Adarsh Nagar, Hyderabad mravishankar@bsnl.co.in 9441400429
	11.00am to 1.00pm	Strategies to achieve SDGs- FAO,WHO	Dr. Snehalatha Regional Advisor (South Asia) Splash, Ciatel, US sneha_sreedhar@yahoo.com 9000172555
	1.30 to 3.30pm	Personalized online applications and metrics- A case study of Nutrifi	Dr. Suresh President Nutrifi, Hyderabad rahul@nutrifi.in 7032660339
	3.30 to 5.30pm	Community Radio for Development Communication	Dr. Kanchan K. Malik Associate Professor, Department of Communication Faculty Fellow, UNESCO Chair on Community Media University of Hyderabad Gachibowli, Hyderabad 500046 kanchank.malik@gmail.com 99085 82613
21.09.16	9.00am to 5.30pm	Interaction with Community radio organizers and listeners- Filed visit	Smt. Narsamma General Secretary Sangam Radio, Zaheerabad Deccan Development Society Zaheerabad

	9.00 to 11.00 am	Online radio for development communication-establishment, management and future.	Sri. Chalapati Rao Broad Casting Engineering ncraoair@gmail.com 9849044435
	11.00am to 1.00pm	Performance indicators of web portal	Sri. G. David Raju Director Raise Click Online Solutions Pvt. Ltd. Hyderabad david@raiseclick.com 9948667700
	1.30 to 3.30pm	Development	Dr. P. Amala Kumari Professor
	3.30 to 5.30pm	Blog construction- Practical	Training team
23.09.16	9.00 to 11.00am	Online Nutrifi apps description & demonstration	Sri S. Rahul Reddy Vice-President Nutrifi, Hyderabad rahul@nutrifi.in 7032660339
	11.00 to 1.00pm	Outreach through new multi-media interventions	Mr. Praveen Kumar Senior Programme Manager Digital green 9849340254
	1.30 to 3.30pm	Web portal construction-procedures and processes	Sri. G. David Raju Director Raise Click Online Solutions Pvt. Ltd. Hyderabad david@raiseclick.com 9948667700
	3.30 to 5.30 pm	Blog construction- Hands-on-Experience	Training team
24.09.16	9.00 to 11.00am	Information dissemination through mobile service-Experiences of IFFCO	Ms. G. Sunitha Rani Content Manager IFFCO, Hyderabad sunitharaniganta.iksl@iffco.in 9676453504
	11.00 am to 1.00pm	Technical issues in SMS	Sri. M. Satyanarayan Bhuti Associate Manager SMS country, Hyderabad satyanarayana.bhuti@smscountry.com
	1.30 to 5.30pm	Hands-on-experience on content analysis	Training team

25.09.16 Sunday			
26.09.16 Monday	9.00 to 11.00 am	Review of blogs & Discussion	Training team
	11.00 am to 01.00 pm	New updates to blogs communication media- A flash	
	1.30. to 5.30 pm	Audio & Video production- practical	Sri N. Ugandar Reddy Business Development Executive Eminent Apps Begumpet, Hyderabad yugendhar.to@gmail.com 7702225275.
27.09.16	9.00 to 11.00am	Application of new media for Nutrition promotion	Dr. G.M. Subbarao Scientist 'E' National Institution of Nutrition Hyderabad gmsubbarao@gmail.com 9701933391
	11.00 to 1.00pm	Basics of Teaching – Learning	Dr. P. Ramesh, Principal Scientist, ESM Division rameshp@naarm.ernet.in
	1.30 to 3.30pm	Teaching and learning styles	Dr. P. Ramesh, Principal Scientist, ESM Division rameshp@naarm.ernet.in
	3.30 to 5.30pm	Communication skills for teachers	Dr. S. Senthil Vinayagam, Principal Scientist, ESM Division senthil@naarm.ernet.in
28.09.16	9.00 to 11.00am	E Teaching methodologies	Dr GRK Murthy, Principal Scientist, ESM Division murthy@naarm.ernet.in 9440789649
	11.00 am to 1.00pm	Innovative Teaching methods	Dr.D.Thammi Raju, Professor & Principal Scientist, NAARM dtraju@naarm.ernet.in 9441491054
	1.30 to 3.30 pm	New media in promotion of animal husbandry	Dr.D.Thammi Raju, Professor & Principal Scientist, NAARM dtraju@naarm.ernet.in 9441491054

	3.30 to 5.30pm	Social media and Computing metrics	Mr. Bhikshapati Social Media Developer bhikshu5@gmail.com 8801476209
29.09.16	9.00 to 11.00am	Paradigm shift in Agricultural Extension	Dr. F.L. Sharma Professor & Head Dept. of Extension Education Rajasthan College of Agriculture Udaipur, Rajasthan flsharma2007@rediffmail.com 09829199742
	11.00 am to 1.00pm	New media initiatives in livelihood management-experiences of Swaminathan foundation	Nancy J Anabel Director Information Education and Communication M. S. Swaminathan Research Foundation III Cross Street, Institutional Area Taramani, Chennai 600 113, India anabel@mssrf.res.in 9444391467
	1.30 to 3.30pm	New media strategies for sustainable health development	Dr.Suresh Munuswamy, Assistant Professor, Indian Institute of Public Health-Hyderabad (IIPH-H) Program Coordinator, MSc and PhD: Health Informatics By PHFI + AcSIR s.munuswamy@iiph.org 9959560333
	3.30 to 5.30pm	New media and ethical issues	Dr. P.J Sudhakar Additional Director General Press Information Bureau Ministry of information and Broadcasting pjsudhakar@gmail.com 9494799911
30.09.16	9.30 to 11.00am	Learning through multimedia and analysis	Dr. P. Amala Kumari Professor & Course Director amala_puthota@yahoo.com 9492927422
	11.00 am to 1.00pm	Photograph support in visual media.	Mr. N. Harish Asst. Professor Dept. of Arts, JNTU naredlaharish@yahoo.com 9966085246

	1.30 to 3.30pm	Emerging research issues in new media for development communication	Dr. Shaik Meera Principal Scientist DRR, Hyderabad meera.shaik@icar.gov.in 9000680909
	3.30 to 5.30pm	Channelizing development communication through TV- Mana TV experiences	Sri. Sailesh Reddy C.E.O. Mana T.V. Telangana Government.
01.10.16	9.00 to 11.00am	Writing digital media articles for online journals	Dr. Bharath Sontaki Princip[al Scientist Extension Systems NAARM, Hyderabad bharatss@naarm.ernet.in 9440965798
	11.00 am to 1.00pm	ROI- computing and interpretation	Dr. G. Nageswara Rao Professor in Statistics (Retd) PJ TSAU gadirajunr@gmail.com 9908183794
	1.30 to 3.30pm	Streaming radio- demonstration	Sri. Chalapati Rao Broad Casting Engineering ncraoir@gmail.com 9849044435
	3.30 to 5.30pm	Face book designing	Mr. Bhikshapati Social Media Developer bhikshu5@gmail.com 8801476209
2.10.16	9.00 to 11.00am	Photo editing	Mr. Siva Prasad Asst. Professor Dept. of Arts, JNTU
	11.00 am to 1.00pm	Dash board updates	Mr. G.Vinith Director Eminent Apps Begumpet, Hyderabad. vinit@unicsoft.in 9951997973
	1.30 to 3.30pm	Clarification on Audio & Video production	Sri N. Ugandar Reddy Business Development Executive Eminent Apps Begumpet, Hyderabad yugendhar.to@gmail.com 7702225275.

	3.30 to 5.30pm	Face book updates, creating fan page	Sri. G. David Raju Director Raise Click Online Solutions Pvt. Ltd. Hyderabad david@raiseclick.com 9948667700
3.10.16 to 4.10.16	9.00 to 5.30	Workshop on new media product development and analysis	Participants and Training Team
5.10.2016	9.00 to 5.30	Presentation of developed new media product	
6.10.16	9.00 to 12.30	Final presentation	
	1.30 to 2.30	Post evaluation	Participants
	2.30 to 3.30	Wrap up	Training Team
	3.30 to 4.30	Valedictory	

DAY TO DAY REPORT OF THE TRAINING

DAY 1

Orientation to training

The programme was started with registration, followed by pre evaluation to measure the initial knowledge levels of the participants. The training team and participants got introduced to each other by means of an ice breaking game.

Dr. K. Uma Maheswari, CAFT Director had welcomed all the participants for the training programme on. In detail she presented the activities of Center for Advanced Faculty Training in Home Science (CAFT). She narrated the context of the present training and its versatile application to achieve the mandate of SAUs i.e., teaching, research and extension.

Dr. P. Amala Kumari, Course Director in detail explained the programme schedule in terms of theory and practical sessions, field visits, guest faculty involved and expected outcome of the training programme.



Training team & participants in orientation to training session

Inauguration

In view of Ganesh nimajjan happened to be on 16th September, the programme was inaugurated on 17th September. Hon'ble Vice Chancellor Dr. V. Praveen Rao of PJTSAU, was the Chief guest of the programme, while Dr. Kanchan K. malik, Associate Professor, dept. of MASS communication delivered the keynote address. Dr. A. Mrunalini, Associate dean, College of Home Science and Dean of Home Science i/c, PJTSAU is the guest of honor. At the outset Dr. K. Uma Maheswari, Director, CAFT welcomed the gathering and the course director profile of the participants and as well as the agenda of training. Key note speaker presented the transition between media and new media and stressed the need for convergence. Chief guest inspired the participants for active involvement in production of new media product, especially developing agricultural literacy. Guest of honor stated the need for application of new media in transfer of technology, which is one of the major activities of SAUs. Ms. S.L. Kameswari, Course Coordinator, proposed vote of thanks.



Inauguration and release of CAFT-H.Sc. news letter by the Hon'ble Vice Chancellor

Day and topic wise details of the programme are as follows.

DAY 1: 16.09.2016

Topic 1 : Digital India- Government initiatives with special reference to development communication by Smt. B.Vijaya Lakshmi, Principal Technical Officer, InDg Project, C-DAC. She highlighted the areas that demand communication inputs to accelerate the processes of development and explained the efforts of C-DAC for reach as well as utility by the stake holders in development. She highlighted the need for development of new media products in vernacular languages, preferably bilingual i.e respective mother tongue and english. She welcomed for collaborative efforts for qualitative reach.

Topic 2 : Development communication – An Indian perspective, by Dr. P. Amala Kumari, Course Director.

In this session a detailed presentation on the interrelationship between development communication and new media was given. Ten issues viz., need for broad casting vs narrow casting, globalization vs glocalisation, communications vs communication, every day & professional communication, advocacy communication , interactive communication, research oriented communication, issue communication , participatory communication and the need for strategies beyond behavioral change were highlighted, which motivated the participants towards working on development communication.



Smt. Vijayalakshmi and Dr, P. Amala Kumari holding sessions

DAY 2: 17.09.2016

Topic 3 : Hypothetical concepts of development communication theories and strategies, by Dr. A. Mary Swarnalatha, Professor & Head, Dept. of HECM, College of Home Science, PJTSAU, Hyderabad.

The field of development communication has not experienced a unilinear evolution in which new approaches superseded and replaced previous ones. Instead, different theories and practices that originated in different disciplines have existed and have been used simultaneously was the focus of this of this session. The modernization paradigm, also referred to as the dominant paradigm, the dependency theory, including the subset of world-system theory; and the participatory paradigm, referred to by a number of different terms, the three theoretical approaches were presented to orient the participants towards what has been done so far and what to be done in future to attan development communication .

Topic 4 : Print journalism and New media by Sri. R. Ravi Kumar, Head, Corporate Communication

KSK Energy Ventures Ltd., Hyderabad

Orienting on the various interventions with regard to print journalism since British period, the expert brought to the attention of the participants, how best the print media can be further utilized. The role of English press, need for local language and writing for magazines and periodicals duly following the ethics was presented. He best presented the need for observing truth and accuracy, independence, fairness and impartiality, humanity and accountability while writing for public.

Topic 5: NHM programmes and strategies- Reach the unreached, by Dr. V. Uma Devi Assoc. Professor, IIHFW, Hyderabad.

The final of this presentation was the use of mix media in the field of health communication. Towards this the expert presented a series of success stories how National Health Mission goals' are achieved by directly working with the targets and target groups. The integration of strategies with new media as well as conventional media was demonstrated, to impress on the participants.

Paper print and no paper print media, both should be equally taken care of by the world of Scientists who are into development communication.



Dr. A. Maryswarnalatha, Sri. P. ravi Kumar and Dr. Uma Devi interacting with the participants

DAY 3, 18.09.2016 Sunday

DAY 4, 19.09.2016

Topic 6 : Media technology convergence – Visit to Eenaadu School of Journalism was organized.

Mr. N. Satish Kumar, ESJ, briefly explained the features, functionality and the operational setup of (ESJ). ESJ is the unique training center for trainee journalists and also to improve the research orientation of ESJ in the year 1994. Participants visited different units like editing, copy, printing units etc. Visit to Balabharatham editing unit, was a good experience. In editing room they were exposed to different tools that make their way easy in doing all the necessary work before the editing is done and finalized. Library consisted of all the old magazines, newspapers, articles and different language dictionaries well organized to pick them on any date. The media convergence was well demonstrated by taking round to all the like audio, use of the super imposing tools in multimedia for Web media and electronic media. The administrative office where the major decisions are taken by the directors of the company was also shown depicting the participatory communication models. Dr. Ch. Nageswar Rao, Principal ESJ, explained how new media in development of a community, and for development Communication play role. The reasons behind increase in the print media in India unlike the developing nations, he stated as the impact of enhanced literacy as well as increased needs for information. In this context there is

need of training to new journalists to impart skills related to communication was felt. Ethics, values that to be followed in journalism, the pros and cons of new media in present day world were highlighted by him.



Participants in Eenaadu school of Journalism

DAY 5, 20.09.2016

Topic 7: Telecommunication technologies in development communication, by Sri. M. Ravishankar, Addl. General Manager, BSNL Bhavan, Adarsh Nagar, Hyderabad.

The technical intervention, balancing consumer needs with regard to the role of telecommunications in development communication helped the participants to be aware of the activities of the tele communication department. The developments in SMS, MMS, CBS, LBS, data service and OTT services were shared with the participants. The wired and wireless tele services at the disposal of the development communicationists, for adoption to disseminate messages was aptly presented.

Topic 8 : Strategies to achieve SDGs- FAO,WHO by Dr. Snehalatha, Regional Advisor (South Asia), Splash, Ciatel, US

The transformation required to reach the SDGs by bringing changes in strategies and technologies was presented by the expert. The focusing issues of FAO and WHO with regard to

SDGs was shared. The key principles like improving the efficiency in use of resources, conserving, protecting and enhancing the natural ecosystems, protecting and improving livelihoods and social well being, enhancing the resilience of people, communities and ecosystems and finally promoting good governance of both human and natural systems were focused by her, for achieving SDGs.

Topic 9 : Personalized online applications and metrics- A case study of Nutrifi by. Dr. Suresh. President, Nutrifi , Hyderabad.

The expert spoke on the need for advocacy information that should be given to the population to get well connected to the health keeping, which should be timely and accurate. Except the names of the doctor and may be nurse the patient does not have any knowledge from which she or he is suffering. They come out with a prescription of diagnostic tests and medicines and follow them not knowing for what they are. In America a third seek information for their health from a place outside the doctor’s office, to help themselves to monitor their own health. In this context he presented the idea of nutrifi, the online application for the intelligent engagement of the patients. In a later session the participants browsed through the applications to understand the process of this new media app.

Topic 10 : Community Radio for Development Communication, Dr. Kanchan K. Malik, Associate Professor, Department of Communication, HCU

The expert introduced this old technology and linked it with updated radio technology very swiftly. She focused on how community radio works and different community radios in different languages. Why is it required? And what is importance of Community radio in India? Further Campaigns for CR in India. She also discussed principles of CR and a short film on “Deccan Development Society” and the evolution of the different community radios and the reason and impact of the CR on the present day world. Many interactive and real time queries were answered as well as addressed by the expert.





Sri. Ravi Shankar, Dr. Snehaltha and Dr. Kanchan K. Mallik engaging the participants.

DAY 6, 21.09.2016

Topic 11 : Interaction with Community radio organizers and listeners- Filed visit to sangam radio, promoted by Deccan development Society, Zaheerabad.

Sangam community radio was started as narrow casting in 1999 with 22 lakhs funding from UNESCO for the infrastructure, 16Hz transmitter, mixer and recording equipment with sangams involved. To obtain the license DDS has filed a case in the court of law and it went on for 10 to 12 years. Then Judge P. B. Savanth has given in favour of community radio to be broad casting it. Judge P. B. Savanth inaugurated it on 15th October 2008 with further advancements like more transmitters and computers being added to the then existing facilities. The height of tower is 100 m long and they have two 16 channel mixers. It is transmitted on 90.4 FM. The radio station has a generator run on diesel, 2 UPS for 12hrs back up. General Narasamma has been the face of this community radio since its inception in 1999. She has completed her 10th standard from the local government school and travelled to many countries as part of DDS team.

The local community was hesitant initially to take this up as they did not have the required education and programming experience. Initially AIR, Hyderabad and later Pune personnel taught them basis in recording and editing respectively. Daily 2 hours of programs are transmitted daily between 7 to 9 PM as the farming community return back from work and available then. In this daily, 70 to 75% of the program content are new. 1½ hours of new content and ½ hr of old content are broad cast as per the request of the community which include the old folk songs or stories or any other items. The reachability of this community radio is within a radius of 25 Km and to about 150 villages. Agricultural and veterinary officers visit the station once in a while.

At present the radio station has 5000 to 6000 folk songs (Oori patalu). They give information regarding buffalo missing cases along with contact number free of cost for the local community. The information is from the local farmers than from government officials. 3 hrs of

field recordings are transmitted in a month. “Mana oori panta”, “Darvaja lo davakana” and “Burra katta” are broad cast on Monday, Wednesday and Friday regarding ploughing, preparing local pesticides / insecticides using natural sources, the need for interchanging crops and so on. Tuesday and Thursday are devoted to “Jagadalu tempevi”, “Savvadi katta (Raccha banda)” and chaduvu. Saturday and Sunday along with the regular programs “Ruchulu” and “Vaatavaranam” are discussed. Initially to popularize 500 to 600 radios were distributed but once they needed repair, people stopped using them. Now most of them listen to radio on mobile phones.

The problems commonly encountered are when personnel are not readily available to repair problems with mixer and transmitters. Government funding is required to sustain the community radio in the long run. Investments from local political parties or private organisations are taken.



Interaction with Sagam personnel of Community Radio, Zaheerabad.

DAY 7, 22.09.2016

Topic 12 : Performance indicators of web portal by Sri. G. David Raju, Director, Raise Click Online Solutions Pvt. Ltd. Hyderabad

The experts explained the sources of analytics from sources viz., direct HTTP request data, network level and server generated data associated with HTTP requests, application level data sent with HTTP requests and external data. The major analytics like hits, page views, events,

visit / session, first visit/first session, unique visitors, unique users, bounce rate, exit rate etc., were practically demonstrated from control panel data. The interpretation of results for each data was also presented.

Topic 13: Development communication media- A flash, by Dr. P. Amala Kumari, Course Director.

The course director presented various new media products on development communication and their metrics to motivate the participant towards preparation of blog. Blogs, web portals, multimedia modules, videos and video lessons, web and mobile apps, online discussion, quiz, SMS, games, email campaigns, Facebook posts, youtube were shown and demonstrated the gathering of metrics.

Topic 14 : Practical on blog construction by training team

Each participant was handed over their sub-domains and dashboard logins to initiate new media production for development communication. The participants browsed through various blogs and vernacular websites and finally decided the objectives, tag line title, content, type of posts etc., of their blogs. A layout was decided by every participant.



Participants deeply engaged in new media products orientation and planning.

DAY 8, 23.09.2016

Topic 15 : Online nutrify app- description and demonstration by Sri. S. Rahul Reddy , Vice President, Nutrify

Online application gives immediate information and connects to the experts for further advocacy. Nutrify is one such application being purchased by many organizations. Hence this session was arranged to orient the participants with another format of new media product. Intelligent engagement of patients for nutrition information, psycho-emotional support, education, habit formation, constant communication, periodical checkups etc., was shown to the participants.

Topic 16 : Outreach through new multi-media interventions by Mr. Praveen Kumar, Senior Programme Manager, Digital green, Hyderabad Office, Hyderabad.

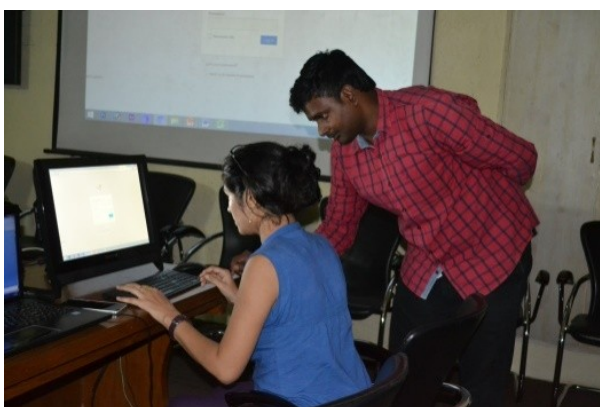
Digital Green is a not-for-profit international development organization that uses an innovative digital platform for community engagement to improve livelihoods in rural communities across South Asia and sub-Saharan Africa, since 2008 and as of June 2016, have reached over 1 million individuals across 13,592 villages through 4,426 videos, which showcase and demonstrate best practices. As many as 574,222 of the viewers have adopted one or more of the best practices promoted through these videos. While sharing this the experts the three approaches of the organization- 1) a participatory process for video production on improved livelihood practices, (2) a human-mediated learning model for video dissemination and training, (3) a hardware and software technology platform for data management customized to limited or intermittent Internet and electrical grid connectivity, and (4) an iterative model to progressively address the needs and interests of the community with analytical tools.

Topic 17 : Web portal construction- procedures and processes by Sri. G. David Raju, Director, Raise Click Online Solutions Pvt. Ltd. Hyderabad.

This session was arranged on the request of the participants, as they wanted an awareness with regard to construction of web portal. Starting from eight functionality areas of the portal search and navigation, information integration (content management) personalization, notification (push technology), task management and workflow, collaboration and groupware, integration of applications and business intelligence, infrastructure functionality, he explained hosting, domain name, front & back end elements, navigation structure, page layout, logo designing etc.

Topic 18 : Practical on blog construction by Sri. G. Vinith Babu.

Each participant is given space of 500mb to develop a blog and post information in different forms- articles, images, videos, recipes, short messages etc., To attend to this each participant is provided with computer system duly loading all essential software like photoshop for photo editing, coreldraw for logo design and flash to work out animations with high speed internet. User friendly, free sources like audacity for voice recording & editing and video pad for video creation were downloaded and kept ready. As most of the participants not so well versed with design software, each of them is given an assistant (III year students specializing in HECM) who is well versed with new media product designing. Under this environment the participants initiated developing blog, for information dissemination focusing on Sustainable Development Goals (SDGs), envisaged by WHO for development communication.



Sri. Praveen Kumar, Sri. G. David Raju and Sri G. Vinith babu demonstrating the new media products.

DAY 9, 24.09.2016

Topic 19: Information dissemination through mobile service- Experiences of IFFCO by Ms. G. Sunitha Rani, Content Manager, IFFCO, Hyderabad.

At national level IFFCO has recorded an impact in agricultural growth and rural economy through their mobile service to the target audience in various fields. The expert shared IFFCO Kisan Green Sim Card Services along with two farmers who are active users of the services.

Unique VAS platform to offer free daily voice updates on mandi prices, farming techniques, weather forecasts, fertilizer availability etc. were shared. The dedicated helpline for farmers to answer their queries is witnessed by the participants through their apps.

Topic 20: Technical issues in SMS by Sri. M. Satyanarayan Bhuti, Associate Manager, SMS country, Hyderabad

The versatile field, where Short Message Service is in use is development communication and technical and policy issues involved in the service dealt by the expert. The cost effectiveness of service in relation to duration, coverage, reach and metrics for analysis of the impact are demonstrated. The feature of feed in group text and voice calls impressed the participants.

Topic 21: Practical on preparation and dissemination of SMS, by training team.

The training team provided hands-on-experience in preparation of short voice and text messages in English and vernacular languages. Being 160 characters as the upper limit with regard English message and 60 for vernacular messages, the participants prepared a set of messages. They also practiced the process of dissemination messages through message centre and obtain delivery report.



Personnel and farmer interaction with regard to SMS service

DAY 11, 26.09.2016

Topics 22&23 : Production of audio and video materials – Hands-on-Training by Training team

Participants are demonstrated audio recording with protocols as well as open sources like audacity. Open access source for like video pad and movie maker were also demonstrated for making videos. Later each participant practiced and produced audio and video files with musical background relevant to the content they want to share through their blog.

Topic 24 : Promotion through SEO by Training team

Search Engine Optimisation is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine. It is writing fantastic, useful content that uses words and phrases used by people who search for your products and services. SEO may target different kinds of search, including [image search](#), [local search](#), [video search](#), [academic search](#), news search and industry-specific [vertical search](#) engines. As an [Internet marketing](#) strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Participants were given hands-on-experience to identify key words relevant to their posts in respective blogs and upload them in blog.



DAY 12, 27.09.2016

Topic 25 : Application of new media for Nutrition promotion by Dr. G.M. Subbarao, Scientist 'E' National Institution of Nutrition, Hyderabad

The expert established interest among the participants by stating that what ever is the media it should motivate the receiver to actively attend to the message, perceive and interpret the content, transactional solicitation and activate elaboration of the message to encourage individuals to move through th process of attitudinal and finally behavior change. Span of attention and frame of reference should be adequately addressed in new media for behavior adoption, not technology adoption.

Topic 26 : Pedagogy training- Basics of Teaching – Learning by Dr. P. Ramesh, Principal Scientist, ESM Division

Being mandatory for any training programme of ICAR, two days were devoted for it. The expert dealt in detail for maintaining the teaching and learning environment through new media products. He demonstrated the application principles of both the processes in behavior change communication process. He stated that command over the subject matter, interpersonal rapport and proper teaching method are equally to be maintained in all information materials.

Topic 27 : Pedagogy training- Teaching and learning styles by Dr. P. Ramesh, Principal Scientist, ESM Division

The expert, reiterated in the era of digitalization, learning is digitally interactive. While presenting the content in different formats the producers is the teacher and the user is learner. It is pertinent to think about assertiveness, suggestiveness, collaboration and facilitative nature while designing the content. Similarly, the learning style of the user, are also to be kept in mind. Though difficult to match teaching skill with learning, it is important to match them for effective learning. He presented some case studies which successfully matched both.

Topic 28: Communication skills for teachers by Dr. S. Senthil Vinayagam, Principal Scientist, ESM Division, NAARM

Emphasizing the need and importance of effective communication skills on the part of the teacher, the expert reiterated on 7 Cs, viz., considerate, concrete, consise, courteous, clear, complete and correct in providing information to the learners. He applied the same principle in the context of new media production also, as they provide information to the end user. The user of new media mostly read, followed by seeing and listening. They may be marginal or evaluative or active users; but irrespective of the nature media materials should satisfy everyone.



Dr. G. SubbaRao, Dr. P. Ramesh and DR. Senth Kumari addressing the participants

DAY 13, 28.09.2016

Topic 29 : E Teaching methodologies by Dr G.R.K. Murthy, Principal Scientist, ESM Division, NAARM

The pedagogical techniques employed in online learning- to optimize student engagement and success, to foster interaction between student and content, other students, teachers, and outside experts, to facilitate learning through providing intellectual stimulation, salient questions, ethical options, and resources for further inquiry, to offer ways to sort out, recognize, and enhance students' unique qualities, interests, and skills and allow for critical and reflective thinking, real-world application of concepts and skills, as well as encourage additional dialogue and seeking of assistance were presented by the expert with relevant case studies and research findings.

Topic 30 : Innovative Teaching methods by Dr. D.Thammi Raju, Professor & Principal Scientist, NAARM

Though appear as traditional methods, as part of the pedagogy training sessions, the expert presented lecture, lecture cum demonstration, programmed instruction, project method, Jigsaws, problem based learning, team teaching and case method as effective teaching methods.

As part of the session he demonstrated programmed learning on optimization of milk production through feeding in five frames. Jigsaw, which is a cooperative learning method, is well received by the participants.

Topic 31 : New media in promotion of animal husbandry Dr.D.Thammi Raju, Professor & Principal Scientist, NAARM

The expert found social media as the most effective new media for promotion of animal husbandry extension education. He supported globally social media is in use, followed by mobile telephone. He presented the research results of these two media in bringing animal growth and development. He projected information kiosks, voice Krishi Vigyana Kendra of National dairy Research Institute, community radio and expert systems as some of the successful new media attempts. This created motivation among the participants.

Topic 32: Social media and Computing metrics by Mr. Bhikshapathi, Social Media Developer

Social media are [computer-mediated](#) tools that allow people, companies and other organizations to create, share, or exchange [information](#), career interests, ideas, and pictures/videos in [virtual communities](#) and [networks](#). The expert in detail explained the features of all social media like face book, twitter, youtube, podcast, Wikipedia, linkedin, google+ etc to reach the masses with information, focusing Brian chart. Both the qualitative and quantitative metrics that can be obtained to analyze the reach were impressively projected to the participants.



Dr. G.R.K. Murthy, Dr. Tammi Raju and Sri Biskhapathi sharing experiences with the participants.

DAY 14, 29.09.2016

Topic 33 : Paradigm shift in Agricultural Extension, Dr. F.L. Sharma, Professor & Head, Dept. of Extension Education, Rajasthan College of Agriculture, Udaipur, Rajasthan

Dr. F. L. Sharma is expert appointed by ICAR to monitor the training programme. He impressed the participants by his diagrammatic presentation, the change over in extension approaches from pre independence to post independence, new millennium and the present digital era in terms of programmes, policies, strategies and approaches, parallel in operation for development in agriculture.

Topic 34 : New media initiatives in livelihood management- experiences of Swaminathan foundation, by Nancy J Anabel, Director, Information Education and Communication, M. S. Swaminathan Research Foundation.

The results of the intervention to bridge the digital divide with inclusive development through knowledge empowerment in MSSRF is presented by the expert. In the fields of agriculture, horticulture, fisheries and live stock the ICT interventions turned tremendous transformational changes in stake holders which lead to socio-economic development. The focus made through ICT strategies for increased production and marketing impressed the participants. The impact of livelihood generation and promotion is made possible through new media, however all the strategies proved the participation of the target groups.

Topic 35 : New media strategies for sustainable health development by Dr. Suresh Munuswamy, Assistant Professor, Indian Institute of Public Health-Hyderabad.

The expert presented the health informatics which is amalgamation of health systems, emerging technologies, advanced statistics and health management, as the primary objective of Public health foundation of India. All the digital application in the fields of health and nutrition not only responds to the information needs, but also maintains big data. Some of the apps like auometry of height, weight and BMI, ishq4u the global language for primary health care and nutriscan 3D's impact is demonstrated. He highlighted for collaborative development communication by making use of the available apps, which results in database development as well as need management

Topic 36 : New media and ethical issues, Dr. P.J Sudhakar, Additional Director General Press Information Bureau, Ministry of information and Broad Casting

The expert stated that, ethics and social responsibility are key fundamentals to the effective performance of new media. They should go hand-in-hand with the freedom of new

media and social networking use. The last two decades have witnessed a rapid transformation of traditional media into new media that encompasses digital, computerized, and networked information and communication technologies. He directed the participants to be alert on certain critical issues like- plagiarism, digitally altering images or video, use of anonymous sources, omni-directional images, speed, rumor etc. while producing new media products.



Dr. F.L.Sharma, Dr. Nanacy Anabel, Dr. Munuswamy and Dr. P. J. sudhakar with the participants.

DAY 15, 30.09.2016

Topic 37 : Learning through multimedia-an analysis, by Dr. P. Amala Kumari, Professor & Course Director

Multimedia provides content in text, audio and video forms, which provides suitability for all learning styles, especially VARK (visual, auditory, reading and Kinesthetic) learning styles. The expert started the session with VARK leaning inventory, enabling the participants to identify their predominant learning style. Later they are projected with multimedia modules to measure the learning through it, there by assessing the compatibility of the module for VARK learning. It impressed the participants for a balanced presentation of content, while preparing any new media product.

Topic 38 : Photograph support in visual media, by Mr. N. Harish, Asst. Professor, Dept. of Arts, JNTU

Use of images is one of the key and critical issues of any new media product. Increase access to mobile phones, enhanced photo shoots almost every hour. However, when it purposeful photo shoot one should have knowledge and skills in use of camera. For this reason the expert in detail explained and demonstrated the tools in still camera and mobile camera and their handling for effective photography. The participants tried horizontal, vertical, diagonal line and various shapes.

Topic 39 : Emerging research issues in new media for development communication, Dr.Shaik Meera, Principal Scientist, DRR, Hyderabad

The participants were presented the overview of new media in use in various extension systems to reach large numbers and to access even complex systems to put in use. While consolidating various intervention so far intervened, he directed for use of social media and new tools like Google Docs, Google reader etc., for cost effectiveness, everywhere access and time saving.

Topic 40 : Channelizing development communication through TV- Mana TV experiences, by Sri. Sailesh Reddy, C.E.O., Mana T.V., Telangana Government.

Mana TV is a Government channel in operation in various states, however with different names. The expert explained the content that can be converged in to various programmes for versatile audience. To promote agriculture literacy, veterinary literacy and health literacy especially among children, he appealed the scientists to take part and use the channel as platform for dissemination of scientific information.



Sri. N. Harish, Dr. Shaik Meera and Sri Sailesh Reddy engaging the participants in discussions.

DAY 16, 01.10.2016

Topic 41: Writing digital media articles for online journals by Dr. Bharath Sontaki, Principal Scientist, Extension Systems, NAARM, Hyderabad

Online journals or Electronic journals, also known as e-journals, e-journals, and electronic serials, are [scholarly journals](#) or intellectual [magazines](#) that can be accessed via electronic transmission. Some journals are 'born digital' in that they are solely published on the web and in a digital format, but most electronic journals originated as print journals, which subsequently evolved to have an electronic version, while still maintaining a print component. As academic research habits have changed in line with the growth of the internet, the e-journal has come to dominate the journals world. The expert presented tips and ethics, to be followed while writing duly following copy rights and avoiding plagiarism.

Topic 42 : ROI- computing and interpretation by Dr. G. Nageswara Rao, Professor in Statistics (Retd), PJTSAU

As a performance measure, ROI is used to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments. In purely economic terms, it is one way of considering profits in relation to [capital](#) invested. To calculate ROI, the benefit (or return) of an investment is divided by the cost of the investment, and the result is expressed as a percentage or a ratio. Calculating a return on investment (ROI) for something as intangible as communication has long been considered nearly impossible. But the trick to calculating ROI is to focus on small elements of communications that are directly targeted at changing some measurable behavior that has a bottom-line impact – either on increasing the organization's revenue or reducing its costs. The same was demonstrated to the participants by the expert by means of various case studies.

Topic 43 : Streaming radio-demonstration by Sri. Chalapati Rao, Broad Casting Engineering

Streaming radio or internet radio is a method of delivering an audio signal to computer over the Internet, and differs from the normal method of receiving internet audio in one important way- instead of having to download a .wav, .au or other type of file completely before being able to listen to it, one can hear the sound *as* it arrives at computer, and therefore do not have to wait for a complete download Internet radio involves [streaming media](#), presenting listeners with a continuous stream of audio that typically cannot be paused or replayed, much like traditional broadcast media; in this respect, it is distinct from on-demand file serving. Internet radio is also distinct from [podcasting](#), which involves [downloading](#) rather than streaming. The expert

downloaded an open source software and demonstrated the recording and streaming to internet via website.

Topic 44 : Face book designing, by Mr. Bhikshapathi, Social Media Developer

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. It is being largely used to promote the products and services. One can measure the impact of the posts or videos that are being shared by means of observing the metrics like total reach, organic reach, life time post reach, comments, shares, links etc., to plan future activities. The speaker presented the case studies of successful promotion through facebook and motivated the participants for adoption in to their blog.



Dr. Bharath Sonatakki, Dr. G. Nageswarao, Sri Chalapathi and sri. Bhikshapathi orienting the pariticipants.

DAY 17, 02. 10.2016

Topic 45 : Photo editing by Sri Shiva Kumar, Asst. Professor, Dept. of Arts, JNTU, Hyderabad.

The speaker highlighted that despite shooting excellent pictures using a quality digital camera, at times it's necessary to edit the pictures taken to suit to the need. It's necessary

to edit photos to increase their attractiveness and quality, hence improving their value and also has a desire to turn image into an art or transforming it into a completely new image so it can seek attention. He demonstrated the application of adobe photoshop and explained the tools especially in the context of developing blog. The session was continued by the participant to practice the software application for hands-on-experience.

Topic 46: Dash board updates- Blog metrics by Sri. B. Vinith, Blog designer and developer

Dashboard provides a quick overview of what is happening with blog while also supplying tools to navigate to other areas of your administrative panel. It provides metrics like the traffic, page views, likes, locations, comments etc., and provides the blogger a sort of feedback for further promotion. Since all the participants started the blog development, every blog dashboard was verified and directions were given for further promotion.

Topic 47 : Face book updates, creating fan page by Sri. David Raju,

Facebook is a social media through which one can promote their product. The participants were already provided with face book account with respect to their blog. During this session, the expert demonstrated the creation of fan page which provides metrics with regard to their promotion. Fan page is the only way for entities like businesses, organizations, celebrities, and political figures to represent themselves on Facebook. Unlike a personal Facebook profile, fan pages are visible to everybody on the Internet. Anyone on Facebook can connect to and receive updates from a page by becoming a fan. The participants created fan pages for themselves.

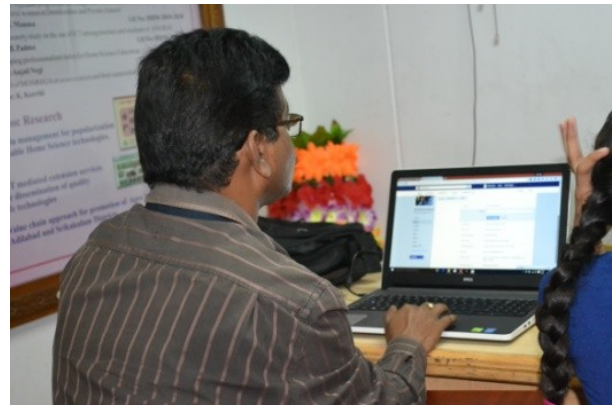
DAY 18-20, 3rd TO 5th OCTOBER

Workshop on Development of New media products and tracking of dash board metrics.

Each participant is expected to apply the theoretical knowledge and skills acquainted through practical sessions. For that purpose blog is provided to every one of them with a web page with 500mb space. Accordingly, the participants actively involved in enriching the blog with various products like images, videos, articles, messages, ppts, audio records and promotion for through facebook, SMS and emails to enhance dashboard ratings. Experts in Social media, audio streaming and image effects were invited to guide the participants during the workshop The following are the titles of blogs developed by the participants.

	BBHAWANA AASNANI ASSISTANT PROFESSOR, POLYTECHNIC IN HOME SCIENCE, JUNAGADH AGR. UNIV	Dr.Dhanasree Kuna
bharti.bijiliindinfo.com	bhawana.bijiliindinfo.com	dhanasree.bijiliindinfo.com
Dr. Jessie W S	S.L.Kameswari to connect to share	Dr Lakshmi Kuchibhotla Nutritionist for family and friends
jessie.bijiliindinfo.com	kameswari.bijiliindinfo.com	lakshmi.bijiliindinfo.com
Dr.Kulkarni Madhumati Vithalrao	DR.R.NEELA RANI SOURCE OF GENDER EQUALITY AND NSS	Water is life Dr. Padmaja Bhimoreddy
madhumati.bijiliindinfo.com	neelarani.bijiliindinfo.com	padmaja.bijiliindinfo.com
సుస్థిర వ్యవసాయం/ SUSTAINABLE AGRICULTURE 	Dr. Sanjay Godbole Livestocks Health	SIRISHA DEEPTHI SORNAPUDI For the artist in you
ramprasad.bijiliindinfo.com	sanjay.bijiliindinfo.com	sirisha.bijiliindinfo.com
Dr.Y.Sivalakshmi Towards organic Farming	P.Srilatha	 Dr.M.Srinivasulu Empowerment of Farmers
sivalakshmi.bijiliindinfo.com	srilatha.bijiliindinfo.com	srinu.bijiliindinfo.com
 V.Sudhakar A Source of Agriculture Information	Dr. Swapna	
sudhakar.bijiliindinfo.com	swapna.bijiliindinfo.com	neeta.bijiliindinfo.com
 Dr.V.Uma	Dr.Vijay.K	
uma.bijiliindinfo.com	vijay.bijiliindinfo.com	


URLS of 20 blogs developed by the participants



Participants in workshop

Competition is created among participants by announcing prize to the best blog-development and promotion, metrics and content relevancy to SDGs. All the 20 participants actively developed blogs, enriched with content, videos, images and photographs and duly promoted to achieve metrics. On 5th all of them presented their blogs to the group of experts and obtained suggestions. Six best blogs were awarded for excellent development and promotion, outstanding analytics and multiple sustainable development goals. Here are the winning blogs.

1. New media project development and promotion

 <p>ramprasad.bijiliindinfo.com</p>	<p>Dr Lakshmi Kuchibhotla Nutritionist for family and friends.</p> <p>lakshmi.bijiliindinfo.com</p>
<p>Dr. M. Ram Prasad</p>	<p>Dr. Lakshmi Kuchibhotla</p>

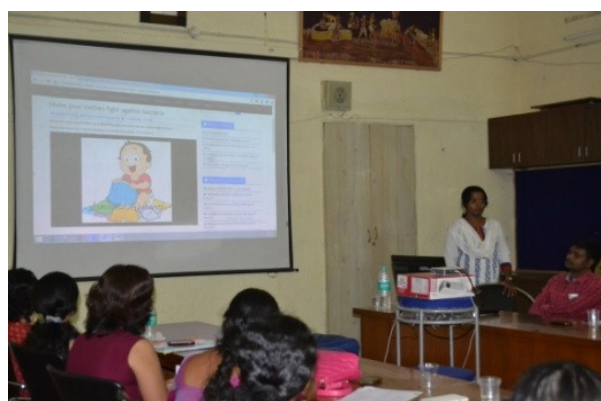
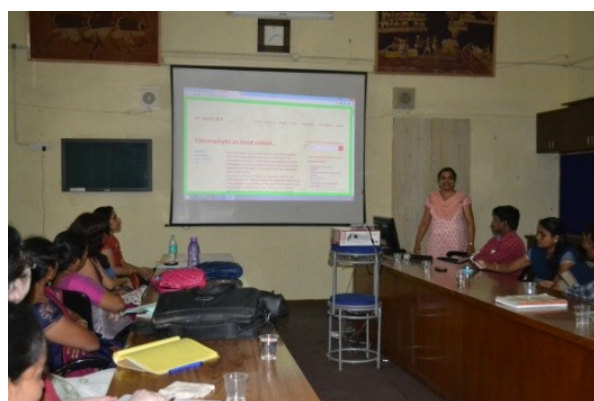
2. Outstanding analytics

SIRISHA DEEPTHI SORNAPUDI <i>For the artist in you</i> sirisha.bijiliindinfo.com Ms. S. Sirisha Deepthi	BBHAWANA AASNANI <small>ASSISTANT PROFESSOR, POLYTECHNIC IN HOME SCIENCE, JUNAGADH AGRI. UNIV.</small> bhawana.bijiliindinfo.com Dr. Bhawana Asnani
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3. Multiple sustainable developmental goals

 Dr.V.Uma uma.bijiliindinfo.com Dr. Uma.V	Dr.Y.Sivalakshmi <small>Towards organic Farming</small> sivalakshmi.bijiliindinfo.com Dr. Sivalakshmi
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DAY 20, 05.10.2016



Presentation of new media products by the participants on 5th October

DAY 21, 06.10.2016

Final presentation of projects, post evaluation, wrap-up and valedictory.

The participants uploaded their feedback on the training programme in cbp.icar.in as mandatory. Post evaluation is also done to measure learning after the training programme. The knowledge increased to upto 83%. Valedictory programme of the training programme was conducted on 6th October for which was presided over by Dr. P. Mrunialini, Associate Dean & Dean Home Science i/c and Sri. Udayshankar , Programme Head, All India Radio, Hyderabad was the chief guest. Dr. K. Umamaheswari, CAFT director welcomed the gathering and Dr. P. Amala Kumari , Course Director presented the training report as well as the projects developed by the participants. The six participants, who turned outstanding performance were awarded with a digital certificate and a web domain worth of Rs. 700/ to carry out the work independently.



PRE AND POST EVALUATION

S.No	Name & designation	Pre-test	%	Post -test	%
1.	Mrs. Dr. Bharti Scientist	4	26.67	11	73.33
2.	Dr. Uma. V. Assistant Professor	6	40.00	10	66.67
3.	Dr. Madhumati Vithalrao. Kulkarni Assistant Professor	6	40.00	11	73.33
4.	Dr. Neeta Khandelwal Assistant Professor	8	53.33	10	66.67
5.	Dr. Dhanasree Kuna Assistant Professor	8	53.33	10	66.67
6.	Dr. Lakshmi Kuchibhotla Assistant Professor	7	46.67	13	86.67
7.	Dr. Bhawana Asnani Assistant Professor	9	60.00	11	73.33
8.	Dr. Sanjay Maroti Godbole Farm manager/ Assistant Professor	5	33.33	10	66.67
9.	Dr. B. Padmaja Associate Professor	5	33.33	13	86.67
10.	Ms. S. Sirisha Deepthi Assistant Professor	5	33.33	12	80.00
11.	Dr. Jessie Suneetha.W Assistant Professor	5	33.33	12	80.00
12.	Dr. R. Neela Rani Associate Professor	7	46.67	13	86.67
13.	Dr. Y. Siva Lakshmi Scientist	6	40.00	13	86.67
14.	Ms. S.L. Kameswari. Assistant Professor	7	46.67	11	73.33
15.	Mr. V. Sudhakar Public Relation Officer	7	46.67	11	73.33
16.	Dr. M. Ram Prasad Assistant Professor	7	46.67	12	80.00
17.	Dr. M. Sreenivasulu Associate Professor	4	26.67	10	66.67
18.	Mrs. P. Srilatha Assistant Professor	6	40.00	10	66.67
19.	Dr. G. Swapna Assistant Professor	5	33.33	11	73.33
20.	Dr. K. Vijay Assistant Professor	9	40.00	10	66.67

PRESENTATION OF NEW MEDIA PROJECTS

Project title (blog)	Content focus (Mention relevant SDG)	Categories in blog	Type of post (articles, video, gallery, audio, FAQ)	No. of published posts	Promotion			
					fb	Whats app	SMS	emai l
Dr.K.Vijay. Veterinary Solutions.	Goals: 1,2,3,8 and 13	PETS dogs cats SHEEP AND GOAT DAIRY POULTRY HORSES WILD ANIMALS	Text, Videos, Audio and Photo gallery	Text 3, Videos 1, Audio 1 (21.45 min)	Yes	Yes	No	No
Dr. M. RAM PRASAD Sustainable Agriculture	No poverty, Zero hunger, Climate action and Life on land	Crop production, Scientific and General	Soil Health Management, Soil Fertility Maps, Crop Production Practices, IPM Practices.	20	✓	✓	✓	✓
SL. Kameswari CAFT programme, 2016 @ kameswari.bijiliind info.com	SDG Goal 16 -Peace, Justice and strong institutions Goal 17: Partnerships for the goals	Day wise	Day wise sessions in posts, Video, Gallery	16	yes	yes	yes	-
Sirisha Deepthi Sornapudi For the artist in you	Given in Table 1	6	Posts: 17 Photos: 17	2+17	Y	Y	N	N *used linked in
P. Srilatha	Industry, innovation and infrastructure, Good health and well- being	2	Articles & Video	4	-	-	-	

Dr. Neeta Khandelwal Safe drinking water	gender equality Clean water & sanitation	-Natural resource conservation -gender sensitization - attitude -entrepreneurship Health & hygiene	Articles Video audio	6	yes	yes	no	no
SudhakarVannoj A source of agril information	Supports 2 nd goal	8	News paper Articles Admission/employment notification VC's conference recommendations Books on Agril Glimpses of VC's conference video	20	yes	yes	yes	No
SreenivasMiddhe Empowerment of Farmers	2 End hunger, achieve food security, and improved nutrition and promote sustainable agriculture	8 categories	Articles, Videos, Gallery	18	Yes	yes	yes	yes
Sanjay godbole 1.Zoonatic Diseases 2.indian breed of cattle 3.native breeds of goat. 4. vaccination in poultry	Life on Land, Climate Action	uncategories	article video video article	4	-	-	-	-

Dr. Y. Siva Lakshmi	2	Organic Farming	Articles, Video	8	yes	yes	yes	no
Dhanasree Livelihood security	No Poverty	Uncategorized	articles, video	6	-	-	-	
B Bhawana A Asnani	SDG No. 15- “Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss”	1. ‘G’ for Green: Colour of Todays 2. Celebrations 3. Food Security 4. Sustainability	1 video (self made with movie maker) 1 link of MOEF having so many useful pdfs for sustainable environment 11 articles from my Master and Doctoral Theses and related papers Gallery is also there with menu ‘Interest Areas’ further bifurcated into Photography & Fine Arts.	13	Y	Y	N	Y
Padmaja Bhimi Reddy Water is life	6	3	Articles, video	5	Fan page		SMS	
Dr. Lakshmi Kuchibhotla – Nutritionist for Family and Friends	Point 3: Ensure Healthy lives and promote well-being for all at all ages	1. Normal Nutrition 2. Therapeutic diet 3. Recipes 4. Food Laws and Regulations 5. Food Science 6. Food and Tradition	1. Articles 2. Video 3. Audio 4. Photo Gallery with original photographs	23	Yes	Yes	Yes	No
Dr. Bharti 1 swacch bharat 2. Afforestation 3. logo on healthy	1 Sustainable cities and communities 2 Sustainable cities and communities	Uncategorized	articles, video	3	-	Whats app	-	

nutrition	3 Good health and well being								
Dr.V.Uma, Climate change and livestock	13.Climate action	Livestock, Other domestic animals and uncategorised	Article, video	2	-	-	-	-	-
Dr.G.Swapna, Anti-oxidants	3. Good health and well being	Uncategorised	Articles, video	3	-	-	-	-	-
Dr. R. Neela Rani GENDER EQUALITY AND WOMEN EMPOWERMENT	17-SGD	Gender equality and NSS	articles on Gender aspects article	4 4					

2. Metrics upto- Date:06.10.2016 Time 10.29 am

Project title (blog)	Sessions	Users	Page views	Referrers	Locations	Traffic		Post vs comments	
						Direct	Social	Post	Comments (No.)
Dr.K.Vijay. Veterinary Solutions.	122	94	1154	fb	5	96	26		
Dr. M. RAM PRASAD Sustainable Agriculture	146	122	1124	146	India and US	144	2	20	1
SL. Kameswari CAFT programme, 2016 @ kameswari.bijiliindinfo.com	66	43	1277	66	66	Direct		1	2

SirishaDeepthiSornapudi For the artist in you	553	321	2862	553	India – 455 USA – 78 Canada – 10 Qatar – 3 SA – 2 Australia – 1 Thailand – 1 UK - 1	400	153	17	✓ 39 on blog ✓ 13 on fb ✓ 52 likes in fb
P. Srilatha	21	12	541	21	21	21	0	1	1
Dr. Neeta Khandelwal Safe drinking water	50	33	581	-	India	49	1		no
SudhakarVannoj A source of agril information	116	82	1511		USA 4, India 112				1
SreenivasMiddhe Empowerment of Farmers	65	31	1023	60 - direct 5- Social	62 India 2-USA 1-Singapore	92	8	3	3
Sanjay godbole	22	14	484	1	india	direct	-	-	-
Dr. Y. Siva Lakshmi	59	42	654	1	India, USA, Singapore	58	1	8	53
Dhanasree Livelihood security	35	24	265	35	India 35	35	-		-
BBhawanaAAsnani	268	208	2104	268 channels / (04 referrers)	India US UK Indonesia Oman	201	65 + 2 (Organic)	14 posts	36

					UAE Australia Unknown				
PadmajaBhimireddy Water is life	49	40	262	Channels -49 Direct - 49	49	49	49		Nil
Dr. Lakshmi Kuchibhotla – Nutritionist for Family and Friends	307	147	2808	2	1. India 2. United States 3. United Kingdom 4. Malaysia 5. Australia 6. Saudi Arabia	297	10	23	49
Dr. Bharti 1swacch bharat 2.Afforestation 3.logo on healthy nutrition	35	19	203	35	India 35	35	-	3	-
Dr.V.Uma, Climate change and livestock	30	20	227	30	India	30		2	0
Dr.G.Swapna, Anti-oxidants	9	7	46	Direct	India	9	-	3	-
Dr. R. Neela Rani GENDER EQUALITY AND WOMEN EMPOWERMENT	71	52	1787	6	India -69 Singapore-1 United state -1	65	6		

POWER POINT PRESENTATION

16-09-16

CENTRE FOR ADVANCED FACULTY TRAINING –HOME SCIENCE

Dr. K. UMA MAHESWARI

CENTRE FOR ADVANCED FACULTY TRAINING –HOME SCIENCE



Dr. K. UMA MAHESWARI
DIRECTOR- CAFT HOME SCIENCE &
PROFESSOR (Foods & Nutrition) & University Head &
Programme Director (Post Graduate)
Post Graduate & Research Centre
Professor Jayashankar Telangana State Agricultural University
KARNATAKAPURANAGAL, HYDERABAD-500082 (A.P.)
E mail kumamaheswar2019@gmail.com
(M) 0949506753

CENTRE OF ADVANCED STUDIES-FN

- In view of out standing quality of work being carried out by the department of Foods & Nutrition, it was elevated to the status of Centre of Advanced Studies (CAS) by ICAR in 1994.
- It is first of its kind in Home Science in all the State Agricultural Universities (SAU) in India
- The CAS headed by Professor-cum-Director was established to serve as a National Resource and Advanced Training Centre for faculty and staff of other SAUs in the field of Foods & Nutrition .

CENTRE OF ADVANCED FACULTY TRAINING IN HOME SCIENCE (CAFT-H.SC)

- ICAR elevated the status of Centre of Advanced Studies–Foods & Nutrition to Centre of Advanced Faculty Training in Home Science (CAFT-H.Sc) in May, 2010, on recognition of the specialized services delivered by CAS over the past 16 years.
- The CAFT – H.Sc Center started in 2010 in Hyderabad

THE REDEFINED MANDATE OF CAFT- HOME SCIENCE

- The redefined mandate of CAFT- Home Science is to serve as a National Resource and Training Centre for all the five disciplines of Home Science viz.,
 - Foods and Nutrition
 - Human Development and Family Studies
 - Family Resource Management
 - Apparel & Textiles and
 - Home Science Extension and Communication
- Each discipline in Home Science has dedicated its activities to achieve national and international quality and standards through its endeavor in Teaching, Research and extension.

OBJECTIVES

- To serve as a national resource and training centre for faculty in the field of Home Science.
- To update the curriculum and courses of Home Science to strengthen teaching and evaluation at UG and PG level.
- To support the government in training personnel.
- To disseminate Home Science information to personnel of different sectors.

- Faculty of Home Science in PJTSAU is recognized as one of the prestigious center in the country at ICAR level for
 - Curriculum up-date
 - Strengthening teaching methods
 - Development of e-courses
 - Advanced research in pioneer areas
 - Extension activities and
 - Advanced trainings

STRENGTH OF CAFT FACULTY OF HOME SCIENCE

- The present strength of CAFT Faculty of Home Science is - 29
 - Professors - 13
 - Associate professors - 05
 - Assistant professors - 11
- Besides 2 retired professor are also continuing their services as emeritus professors in the faculty of Home science.

CAPACITY BUILDING PROGRAMMES ORGANISED

- To serve as a national resource and training centre in H Sc in SAUs, CAFT-H SC conducts training programmes of 3-4 weeks duration for the staff from SAUs and other ICAR institutes
- The main purpose of the centre is to disseminate information on recent advances in various areas of Home Science
- Till date 28 training programmes were conducted under CAFT faculty of home science



CAFT NEWS LETTERS

- To disseminate research highlights of various aspects of Home Science to different sectors and its personnel a CAFT News letter (half yearly) is brought out by Centre of Advanced Faculty Studies.
- A total of 51 newsletters till date are brought out for circulation among the line departments and the organizations involved in Home Science subjects related programmes and to disseminate Home Science information to personnel of different sectors.

CAFT NEWS LETTERS



CBP ICAR - HOME PAGE

CAPACITY BUILDING PROGRAM
by
Agricultural Education Division, ICAR

Home | User Profile | Participate in Training | As Course Director | Reports | Feedback | Search Topic | User Manual | Log Out | As CAFT Director

Welcome to "Capacity Building Program by Education Division, ICAR (CBP)"

Propose New Training | Participate in Training | Assign CAFT Course Coordinator

Your training proposal has been approved by ADO HRD Education

Training Title : Advances in Food Processing Technologies for Value Addition and Enterprise Development Training Type : CAFT CAFT Director : Dr. Mahalakshmi V. Reddy Course : Dr. K Uma Maheswari Coordinator : Dr. K. Agnani Dr. Josee Suresha W Institute Name : College of Home Science (NA), Hyderabad, Telangana Training Period : 1.21.2015 to 2.10.2015 Duration : 21 Subject Area : Bio processing food processing / packaging product marketing	<input checked="" type="checkbox"/> Edit Training Information <input checked="" type="checkbox"/> Add/Update Time Table <input checked="" type="checkbox"/> Submit Proposal to ADG HRD Education <input checked="" type="checkbox"/> Approval by ADG HRD Education <input checked="" type="checkbox"/> Update Training Schedule E-Books <input checked="" type="checkbox"/> Upload Training Boucher <input checked="" type="checkbox"/> Approve Participant and Show List <input checked="" type="checkbox"/> View Format of Evaluation Performa <input checked="" type="checkbox"/> Allow trainees to fill feedback <input checked="" type="checkbox"/> Block trainees to fill feedback <input checked="" type="checkbox"/> Evaluation Report <input checked="" type="checkbox"/> Upload Training Program Report <input checked="" type="checkbox"/> Upload Audit Utilization Certificate(AUC)
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COURSE DIRECTOR DUTIES UNDER CBP

The course director has the following duties under CBP:

- Edit training information
- Add / Upload the time table
- Submit the proposal to ADG HRD Education
- Approval By ADG HRD Education
- Upload Training schedule
- Upload Training Boucher
- Approved Participants list
- View trainees to fill feedback
- Trainees" feedback Report
- Block trainees to fill feedback
- Evaluation report
- Upload training program report
- Audit Utilization certificate Submission

CBP LOGIN AS A TRAINEE

- Interested Participants can create the user id and password and then login on the CBP vortal to create their profile by giving professional and personal information.
- The vortal can also used for giving the feedback about the training.

PARTICIPANTS DUTIES UNDER CBP

The Participants duties under CBP

- To fill feedback
- Course Director need to allow trainees fill feedback form .
 - By selecting trainees who attended the training program in the 'Attendance' column and clicking on 'Allow Trainees for Feedback' button to fill Evaluation Performa, So that trainees can give feedback/Evaluation for the training program.
- Evaluation: Participants will fill up the evaluation proforma online before the closure of the training program.
- Participants evaluation will be based on topics listed in the training schedule.
- After the closure of the program, the process of the evaluation will be blocked automatically to terminate this process.
- Blocks trainees for Evaluation: After completion of evaluation performa by participants, course director should block participants to terminate this process.

CAFT HOME SCIENCE PUBLIC ACCESS

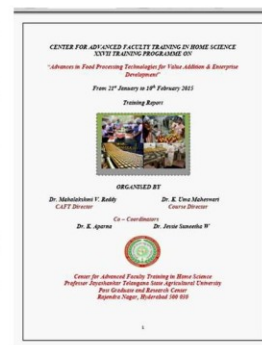
DOMAIN WEB PORTAL

- CAFT HOME SCIENCE PUBLIC ACCESS DOMAIN WEB ADDRESS:
- WWW.CAFTHSC.COM



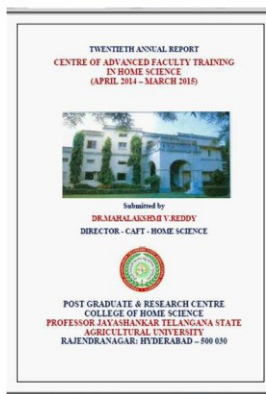
CAFT TRAINING REPORT

- CAFT Training report is the evidential document submitted to ICAR New Delhi after the complete of the training programme
- Usually it will be one month from the time of training.
- It comprises of the complete information about the event, CAFT activities, staff activities under Teaching, Research and Extension and the News letter release.



THE CAFT ANNUAL REPORT

- The CAFT Annual report is the evidential document with the AUC certificate submitted to ICAR New Delhi both in the form of Hard and soft copy, at the end of month March after the completion of each financial year.
- It comprises of complete information about the financial report, CAFT activities during that year.



DEVELOPMENT OF E- COURSEWARE

- ICAR e-courseware for all disciplines of Home Science
- UGC Online lessons
- agMooc's On-line lessons on Nutrition

FPO LICENSE

- The “FPO license” was awarded to the Department of Foods and Nutrition for the production of Fruit and Vegetable products

- Facility was created for large scale production of natural dye paint and also for the supply of 30 tones of natural dye paint.
- Accordingly, University has designed and built up a large scale natural dye paint production unit with engineered
- machinery that aid in paint production on large scale. The capacity of the unit is around 2 tons per day.
- It is the first of its kind in India.
- This year targeted around 2 lakh consumers at household level and around 10,000 to 15,000 large idol users.



CONSULTANCY SERVICES

- Telangana Foods
- Department of Women Development and Family welfare
- Government of AP on design of diet & nutrition framework for child Development Centers, for the alumni
- Entrepreneurs of Indian School of Business, Hyderabad, Bambino Industries, Deccan Development society etc
- Food and Civil supplies
- Consumer Welfare Department
- Indian Institute of Information Technology, Hyderabad

LARGE SCALE PRODUCTION OF NATURAL DYE PAINTS

- Telangana State Pollution Control Board (TSPCB) has taken a decision to replace synthetic paints with natural dye paints as a step to control the pollution in the water bodies after immersion of idols.



LINKAGES/MOU WITH OTHER ORGANISATIONS

- Faculty has developed linkages for various academic, research and welfare activities with various national and international organizations such as
- Ministry of Food Processing, - GOI
- Ministry of Civil supplies and Consumer affairs
- BARC, ICRISAT, NIN, CFTRI, CRIDA, IGMRI, DRR, NRCS, DOR, Food and Nutrition Board, CARE, UNICEF, NECC, NGOs, KVKs
- State Govt. departments of
 - Medical & health
 - Women development and child welfare
 - Education
 - Civil Supplies
 - Tribal welfare
 - Social welfare
 - Industries for Food and Pharma, textiles, consumer products etc.

EXTERNALLY FUNDED PROJECTS

- The CAFT faculty of home science is also funded by state and national and international research agencies to organize operational research projects in the college of home science.
- Till today 17 projects were successfully completed by CAFT faculty of home science.
- The agencies supported funds to run projects are BRNS, BARC, NAIP, Govt.of Andhra Pradesh, Department of Education, Agilent Technologies, APNL, DST, UNICEF, Department of tribal welfare, Stelangana state Pollution control board etc.

PUBLICATIONS (2011-2016)

Publications	Number
Research articles	
National journals	128
International Journals	16
Papers presented at international conferences-	4
Text books	20
Practical Manuals	23
Research h bulletins	169
e-books and others	

EXTENTION ACTIVITIES

- Faculty of Home science also conducts extension activities to fill the gap between research and community and to disseminate the nutrition education to needy people.
- The faculty is involved in training the field functionaries of women development and child welfare, tribal welfare and social welfare departments and Adolescent girls and women of rural and urban areas in production oriented courses like fruits and vegetables preservation, bakery and confectionary etc.

COUNSELING CENTERS

- The following counseling centers are run by faculty to cater to the needs of general public
 - Nutrition and diet counseling center
 - Consumer counseling
 - Family counseling

CAFT - HOME SCIENCE TEAM



DIRECTOR –CAFT-HOME SCIENCE

- Training Associate - Mr. Vinmai
- Steno cum Computer operator - Mrs Shakuntala
- Technical Assistant - Mr. Ravi
- Driver - Mr. Shankar

PARTICIPATION OF FACULTY IN CAPACITY BUILDING PROGRAMMES

- The faculty of home science participated in 128 capacity building programmes organized at national and international level during the period 2011-2016 under CAFT.

NUTRITION EDUCATION

- TV and radio programmes
- Popular articles in newspapers, magazines
- Celebration of National days of importance in rural and urban areas such as
 - World Food Day
 - Diabetic Diet exhibition
 - Nutrition week
 - Consumer day
 - Photography day etc.,

PARTICIPANTS DUTIES

The Participants have the following duties

- Sign in the attendance sheet both morning and afternoon
- Be regular
- Every day give report of the previous day
- Switch off / keep in mute - the cell phones

Thank you

Digital India

- Government initiatives with special reference to development communication

B.Vijaya Lakshmi

About C-DAC

Centre for Development of Advanced Computing

Scientific Society under Ministry of Electronics & IT, GoI

Primarily an R&D Institution on advanced computing

Started at Pune in 1988

India's first 'Super Computer' – PARAM in 1991

13 centres across the country

Digital India

- Government initiatives with special reference to development communication

C-DAC's core Research Areas

- High Performance Computing & Grid Computing
- Multilingual Computing
- Professional Electronics & Ubiquitous Computing*
- Software Technologies, including FOSS
- Cyber Security* & Cyber Forensics
- Health Informatics
- Education & Training*
- ICT for Development



C-DAC, Hyderabad

Digital India Initiative

– a flagship programme to transform India into a digitally empowered society and knowledge economy



Today's digital ecosystem

Connectivity

Growing broadband connectivity

- National Optic Fibre Network
- 1,26,500 CSCs

Mobile phone penetration

Cheaper mobile based services

Other delivery models (DTH, Cable)
Social Media (FB, Twitter, YouTube)

Capacities

- Digital India
- Digital Literacy Mission
- Programmes of various Ministries
- E-Governance initiatives
- Other initiatives

Content ???????

C-DAC, Hyderabad

ICT...Everywhere !



Facilitating Knowledge Sharing effectively

Vikaspedia ...

- > National level Initiative of MeitY, GoI,
- > Implemented by C-DAC, Hyderabad
- > Objectives :
 - Leverage ICT – info services to communities in regional languages
 - Act as catalyst for collaboration & knowledge sharing among development stakeholders

C-DAC, Hyderabad

Local Language content usage in the web

India - 418 languages; 22 official languages, 13 scripts

Population over 1.2 + billion

1043.29 mn mobile users, 82.3 teledensity

462 mn internet users, 371 mn thro mobile by Jun '16

Urban internet base 62%, rural internet base 38%

Data services replacing traditional mobile services

64% of rural, 25 % urban users search content in Local Languages

India, being a Non-English speaking country, has 1.5 million+ websites in English, an insignificant 20,000+ in various Indian languages

Source: Internet & Mobile Association of India (IAMAI) & Indian Market Research Bureau (IMRB)



www.vikaspedia.gov.in

An initiative to provide e-knowledge using ICT-based applications in regional languages for societal empowerment.



Vikaspedia - What, How and for Whom

- e-knowledge
- Using ICT-based applications
 - collaborative platform
 - Digital literacy
 - universal access of knowledge resources – web, mobile
- In regional languages
- For empowerment of underserved communities

Vikaspedia key features

- Knowledge portal to address info needs – domain of social development.
- Single-window access – key livelihood sectors - specific focus on under-served communities.
- Crowd-sourcing platform - authenticated users share content in regional languages for a wider audience
- Available in all Indian official languages
- At present, 6 key livelihood domains

C-DAC, Hyderabad

Sectors covered

	AGRICULTURE	
	ENERGY	
	HEALTH	
	e-GOVERNANCE	
	SOCIAL WELFARE	

What is being offered

- Interactive collaborative content creation platform
- E-Learning Courses
- Mobile Apps
- Multimedia products
- Value Added Services
 - Ask an Expert, MOTHER, e-Vyapar, etc.
- Capacity building of development stakeholders
- ICT for knowledge access & sharing in regional languages



Information / Service delivery


Delivery of services in collaboration with ongoing government programmes

Dissemination modes

- Portal
- Mobile
- Online / Offline Publications
- CSC's
- Community Radio
- Outreach – Workshops by SNA's



Multimedia Content in the portal



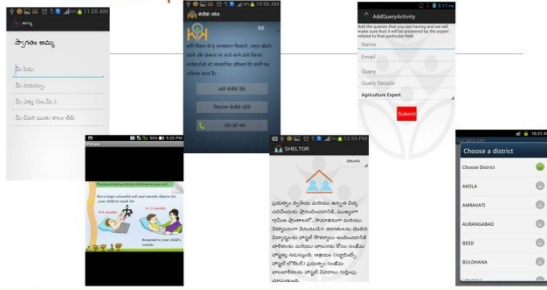
15 of 59

Offline Products / Awareness Materials



- ✓Partners
- ✓Sustainability
- ✓Outreach

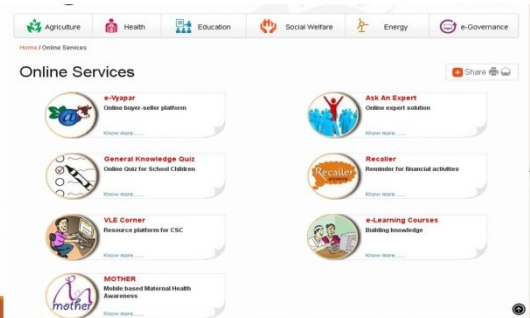
Mobile Apps



Mobile Apps



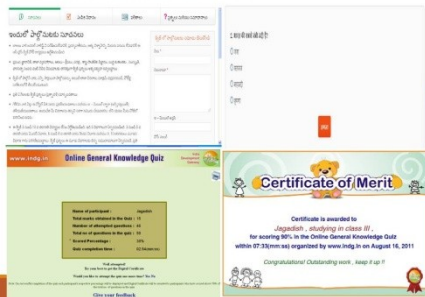
Products / Services piloted



Ask An Expert - Multilingual



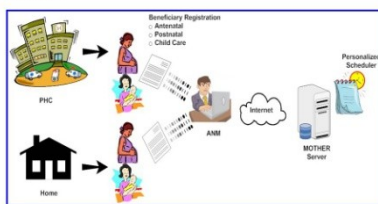
Assessment tool for school children



Mobile based Maternal Health Awareness (MOTHER)

Problem faced	Innovation
<ul style="list-style-type: none"> Non reaching of timely personalized health information directly to the pregnant and lactating mother and their family members leading to Maternal Mortality and Infant mortality 	<ul style="list-style-type: none"> Developed a tool to schedule and send the personalized health alerts as voice calls in regional language, directly to the mobile phones of the pregnant and lactating mother
Benefits	
<ul style="list-style-type: none"> The beneficiaries receive vital information in the form of voice calls, personalized to their pregnancy and childcare Creating awareness to pregnant women and sensitizing the family members, indirectly helps in reducing maternal mortality, infant mortality and morbidity 	

How it works?



How it works?...





Who can use e-Charak

What is e-Charak

- A virtual market place
- A platform for buyers & sellers to interact
- A virtual showcase to display goods & services
- For knowledge access and sharing



- Individuals - Farmers, traders, collectors
- Community Groups – FPO, SHGs, CBOs
- Institutions – NGOs, Cooperatives
- Anybody who has interest in medicinal plants

What items can be posted



- Planting materials
- Medicinal plants / Herbs
- Herbal extract
- Value added products.....

Why Use e-CHARAK

- Get better markets for products/services.
- Save time and energy in identifying right customers
- Get to know the value of one's goods
- Get rightful share of benefits
- Make better decisions - what & how much to produce

How to use



www.e-charak.in

Mobile app



Progress....

- Collaborative content creation platform
- Available in all scheduled languages (22) and English.
- Covers 6 livelihood sectors - Agri, Health, Education, SW, Energy, e-Gov
- Hosts content, products, online services, mobile apps
 - Content – 6.5 lakh pages ; Mobile apps - 80 +, Services
- Portal utility - Average monthly hit rate – 33.8 million hits
- Several services scaled up by State govts as part of ongoing programmes
- 1800+ outreach events - 18 states, & 2 UTs
- Building capacities of FLSPs – 85,000 + trained on Digital tools in regional languages.

Development communication – An Indian perspective

Dr. P. AMALA KUMARI



DEVELOPMENT COMMUNICATION – AN INDIAN PERSPECTIVE





DEVELOPMENT, COMMUNICATION

- **Development:** the process in which someone or something grows or changes and becomes more advanced
- **Communication** is sending and receiving information between two or more people.
- Development communication the process of intervening in a systemic or strategic manner with either media for the purpose of positive social change





WHY DEVELOPMENT COMMUNICATION

- To provide inputs for positive change
- To accelerate transformation towards dynamic growth
- For planned and systematic application of resources
- To translate individuals as active participants.






WB & UNICEF

- WB: Development communication
- UNICEF: Communication for development

A semantic difference





WB

Facilitating the sharing of knowledge to achieve a positive change in the development initiative basing on empirical research and two way communication among stake holders





UNICEF

Understanding people, their beliefs and values, the social and cultural norms that shape their lives by engaging them.



FIRST WORLD CONGRESS ON COMMUNICATION FOR DEVELOPMENT

Com4Prom: promotes development aid in donor countries

Com4mple: implementation of development aid on developing countries

Com4Power: gives power to local population to report on the implementation of the development aid they receive from donor countries.

Com4Coord: allows donor entities to coordinates their activities on a global scale through a series of coordination tools and rules.

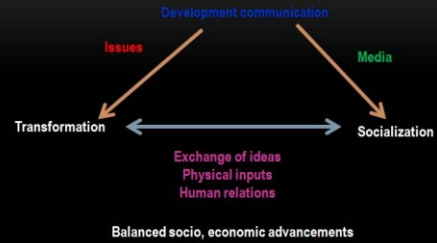





TWO ROLES OF DC

- Transformational role - social change in the direction of higher quality of life and social justice.
- Socialization role - strives to maintain some of the established values of society that are consonant with development

CONCEPT OF DC



WHO ARE THE DEVELOPMENT COMMUNICATORS ?

- Understand the process of development, communication and the environment in which the two processes interact.
- Knowledgeable in communication skills and techniques as well as proficient in subject matter
- Have internalized the values inherent in equity and the unfolding of individual potential.
- Have firsthand knowledge of the several kinds of end-users of development communication.
- Have a sense of commitment, the acceptance of individual responsibility for advancing human development.

Are we not right development communicators?

DISTINGUISHING ELEMENT OF EARLY PROGRAMS

- Use of indigenous languages –Marathi, Gujarati, Kannada
- Sponsored by India's universities and other educational institutions, and by the Bretton Woods-school institutions-1960s.
- University of Poona, the Centre for the Study of Developing Societies, Delhi University, the Christian Institute for the Study of Religion and Society and the University of Kerala.

PRINCIPLES OF DC

- **Dialogic:** foster dialog to facilitate mutual understanding, to assess the situation, and to seek wider consensus.
- **Inclusive:** marginalized or disadvantaged, poor, or any other vulnerable group.
- **Analytical:** effectiveness of diffusion and dissemination activities depends on the analytical work

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Participatory

Levels of participation	Basic feature related to communication
Information sharing	One-way communication—basically, people are included by informing them about what is being done. Primarily one-way communication with a stronger emphasis on feedback—stakeholders provide their input but do not have a significant say in the decision-making process.
Consultation	Two-way communication supporting open interaction in decision making—input in decision making is balanced.
Collaboration	Transfer of control over decisions and resources—two-way communication ensures shared decision making.
Empowerment	

- Contextual:** There is no precooked universal formula applied a priority in development communication.
- Interdisciplinary:** To be effectively applied, a development communication body of knowledge includes a number of principles borrowed from other disciplines.
- Strategic:** professional and timely application of communication techniques and methods to achieve intended objectives.
- Persuasive:** induce voluntary changes in individuals.

THE TEN ISSUES FOR THE ATTENTION OF EXPERTS

1. Broad casting and narrow casting
2. Globalization and localization
3. Communications and communication
4. Everyday communication and professional communication
5. Advocacy communication

- 6. Interactive communication, but not propaganda
- 7. Research orientation in communication
- 8. Issue focus communication, rather than institution based focus
- 9. Participatory communication approaches
- 10. Strategies beyond individual behavior change

- Is it practically possible for development communication?

Have a look at new media !!!

WEB PORTALS

In English



WEB PORTALS

In Multiple



WEB PORTALS

In Hindi



WEB PORTALS

In Telugu



విజ్ఞాన సాగ్రిక

MOBILE APPS

The image shows two mobile application interfaces. The first is 'Diseases Dictionary Medical', which features a search bar, a list of diseases, and detailed information for each. The second is 'Animal Husbandry', which includes a video player and text-based content related to animal care.

విజ్ఞాన సాగ్రిక

WEB APPS

The image displays two web application interfaces. The first is 'Health & Family Welfare Center', which provides information on health services and family planning. The second is 'Food Safety', which offers resources on food safety and nutrition.

విజ్ఞాన సాగ్రిక

ONLINE DISCUSSIONS

The image shows two screenshots of online discussion forums. The first is a forum thread with multiple posts and replies. The second is a forum post with a detailed answer and a 'Your solution' section.

విజ్ఞాన సాగ్రిక

VIDEOS

The image displays two video-related content pieces. On the left is a video player showing a scene with people in a health setting. On the right is an infographic titled 'OZONE LAYER' with a sun and a person, explaining the importance of the ozone layer.

విజ్ఞాన సాగ్రిక

AUDIO

The image shows a screenshot of an audio program titled 'విద్యా, మధ్య భాగ్యం'. It includes a list of topics, a list of speakers, and contact information for the College of Home Science, Prof. Jyotsna Reddy, at the State Agricultural University, Hyderabad.

విజ్ఞాన సాగ్రిక

BLOGS

The image displays two blog post screenshots. The first is from 'Bijili' and features a large question mark icon. The second is from 'MindScape' and has a 'WELCOME TO MINDSCAPE' header.

విజ్ఞాన సాగ్రిక

QUIZ

Computer Networking Basic Self Test Quiz

T-tail Protocol Port Number is

- 33
- 23
- 80
- 8080

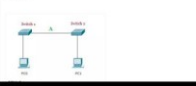

SMTP stand For

- Simple Mail Transfer Protocol
- Simple Mail Transmission Protocol
- Simple Mail Transfer Protocol
- Simple Mail Transmission Protocol

Switch in the Network Domain

- Broadcast
- Multicast
- Unicast
- Group

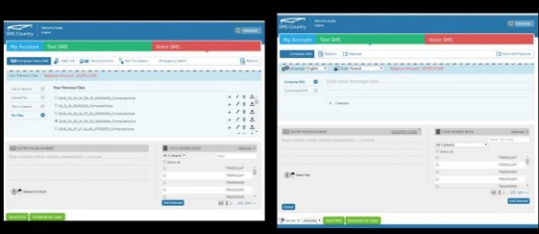
In the Below Diagram Which Type Cable will use to Connect Switch 1 to Switch 2

Bijili Ind

విజ్ఞాన సాగ్రిక

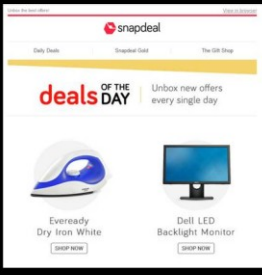
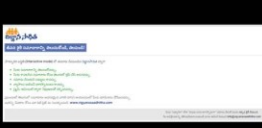
SMS(VOICE/TEXT)



Bijili Ind

విజ్ఞాన సాగ్రిక

E-MAIL.CAMPAIGN

Bijili Ind

విజ్ఞాన సాగ్రిక

GAMES




Bijili Ind

విజ్ఞాన సాగ్రిక



FACEBOOK/GOOGLE PLUS




Bijili Ind

విజ్ఞాన సాగ్రిక

YOU TUBE

Bijili Ind

17-09-16

Hypothetical Concept of Development Communication

Dr. A. Mary Swarnalatha

Hypothetical Concept of Development Communication

Dr. A. Mary swarnalatha
Professor & Head
Department of Home Science Extension and Communication
Management.

Theoretical Approaches of Development Communication

- The modernization paradigm, also referred as the dominant paradigm.
- The dependency theory, including the subset of world-system theory; and
- The participatory paradigm, referred by a number of different terms.

Modernization paradigm

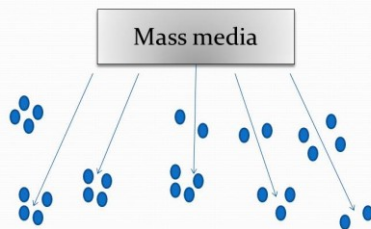
Hypothetical concept:

- **Development** is a linear one based on trust in science, reason, technology, and the free market.
- **Communication** persuades people to embrace the core values and practices of modernization.
- **Dealing with cultural and information deficits** is as important as economic assistance

1. Hypodermic Needle Theory or Magic Bullet Theory (1938)

- The magic bullet theory is based on assumption of human nature and not based on any empirical findings from research.
- The media (magic gun) fire the message directly into audience head without their own knowledge
- The media (needle) injects the message into audience mind and it causes changes in audience behavior and psyche towards the message. Audience are passive and they can't resist the media message.
- **Mass media has a direct, immediate and powerful effect on behaviour change.**

Magic Bullet Theory



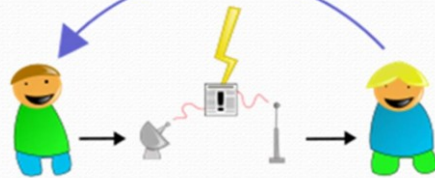
- Isolated individuals constituting mass

2. Shannon- Weaver model (1948)

Features:

- develops the effective communication between sender and receiver.
- find factors affecting the communication process called "Noise".
- deals with various concepts like information source, transmitter, noise, channel, message, receiver, channel, information destination, encode and decode.

- The Shannon and Weaver Model of Communication is also referred to as the 'Mathematical Theory of Communication.'

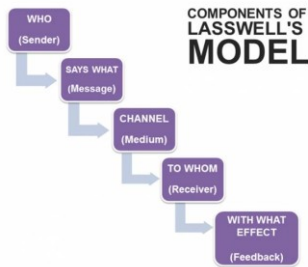


Lasswell model (1948)

- Lasswell's model of communication (also known as action model or **linear model** or one way model of communication) is regarded as one the most influential **communication models**.
- Lasswell provided a blueprint to decision-makers and managers on how to use communication to persuade audiences to change behaviour.

Features:

This model can be summarized in the five questions: WHO, says WHAT, in WHICH channel, to WHOM, with what EFFECT.



4. Berlo's model (1960)

Features:

- Illustrated the process of communication as Source-Message-Channel-Receivers or SMCR.
- The common conception of strategic communication is also rooted in this theoretical framework.

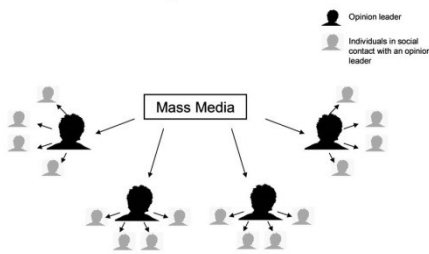


5. Opinion leader theory or two-step flow of communication model (1955) Katz and Lazarsfeld

Features:

- **Interpersonal relations** were crucial in channeling and shaping opinion. Consequently, a **triadic model of communication** was recommended that included change agents, beneficiaries, and communicators.
- **Face-to-face interaction** is necessary to induce effective change

Two-step flow model



6. Daniel Lerner modernization theory (1958)

Daniel Lerner along with **Wilbur Schramm** and **Everett Rogers**, was influential in launching the study and practice of **media development** and **development communication**.

Features:

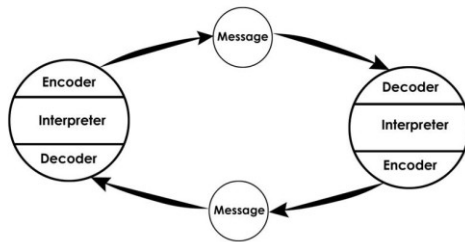
- Communication is basically for the **transmission of information**.
- Exposure to mass media was one of the factors among others (e.g. urbanization, literacy) that could bring about modern attitudes.
- Pro-media, pro-innovation, and pro-persuasion focus.

7. Wilbur Schramm communication model (1964)

- The model suggests that **encoding and decoding** are the two most important parts of a communication process
- This is used in both intrapersonal and interpersonal communication.

Features:

- Communication is a **two way process** where both sender and receiver take turns to send and receive a message.
- The message is only sent after encoding so the sender is also called Encoder.
- The encoded message is decoded under receipt by the receiver, making him the Decoder.

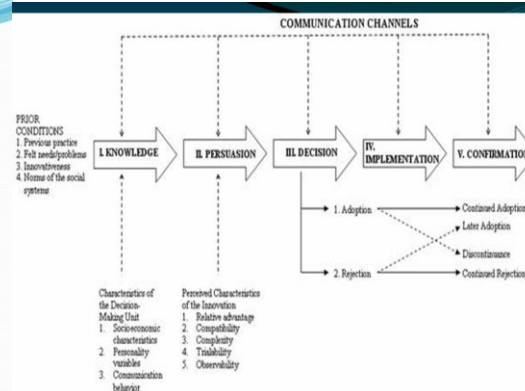


8. Diffusion of innovations theory

- The “diffusion of innovations” theory elaborated by Everett Rogers (1962, 1983) became one of the most **influential modernization theories**.
- Rogers’ model has ruled development communication for decades and became the blueprint for communication activities in development.
- Rogers’ intention was to understand the **adoption of new behaviours**.

Features:

- The **media** had a great importance in increasing awareness but **interpersonal communication and personal sources** were crucial in making decisions to adopt innovations.
- The main focus of this approach is the adoption of **technological and social innovations** through diffusion of new ideas, services and products.
- Diffusion of both **material innovations** i.e., economic and technological and **social innovations** i.e., social needs and structure is necessary for development.



Criticism On Modernization Theory

- Modernization paradigm promoted a **top-down, ethnocentric and paternalistic** view of development.
- The underlying premise was an **authoritarian conception** of communication that stood against the essence of communication understood as community interaction and education.
- The emphasis is placed on **tangible communication products**, neglected the potential of communication as a dialogic, cross-cutting investigative tool. This emphasis was so pervasive that the **medium appeared to be more important than the content itself**.

II. Dependency Theory and World-system theory:

- This theory originated in Latin America, at the beginning of the 1970s
- It is rooted in a **political-economy perspective**.
- **Elevated the unit of analysis** from the national to the international level, thus allowing a better comprehension of the global scenario.

Features

- Dependency theory claims that the imbalances in the world's state of affairs were mainly owing to the international division of labor and to the continuation of past patterns of domination.
- The world was separated into two blocs: the core, composed of a few rich countries, and the periphery, composed of many poor countries.
- core countries took advantage of their technological know-how, superior infrastructure, and economic power to strengthen their lead. The main role of the peripheral countries was restricted to that of supplying raw materials and cheap labor to the richer ones, making it impossible for them to ever catch up.

Criticism

- It failed to achieve its goals in most countries. Protecting and supporting local industries did not produce the expected objectives, and it often resulted in poor-quality products and inefficient processes
- Its oversimplified division of the world into core and periphery levels is blamed for the dependency theory inadequacy to fully explain the causes of underdevelopment and for its limited effectiveness in proposing successful alternative models of development

- By ascribing causes of underdevelopment exclusively to the centers of international capitalism, dependency theorists failed to consider relevant internal causes contributing to the problem, such as the role played by national elites.
- World-system theory also does not provide practical guidelines to successfully address development challenges.

- Moreover, similar to modernization models, world theory has been accused of being too economically focused and of not paying enough attention to social and cultural factors.
- Communication is not given more attention which is still focusing on the key role of media and information flows in the overall international scenario.

Participatory Paradigm

- It is mainly, the systematic utilization of communication channels and techniques to increase people's participation in development and to inform, motivate, and train rural populations mainly at the grassroots.

Features:

- Communication means a process of creating and stimulating understanding as the basis for development rather than information transmission .
- Communication is the articulation of social relations among people.
- People should not be forced to adopt new practices no matter how beneficial, neither by agencies nor governments. Instead, people needed to be encouraged to participate rather than adopt new practices based on information.
- Development communication required sensitivity to cultural diversity and specific context
- Two way communication

Can diffusion and participation models be applied jointly?

- The diffusion model is rooted in the modernization paradigm, characterized by the intent to use communication media and methods to persuade people to change specific behaviors.
- The participatory approach is based on a two-way model of communication whose primary goal is to involve and empower people in the definition, design and implementation process of development initiatives.
- Set in the modernization theoretical paradigm, diffusion approaches believe progress is achieved by inducing change in individuals' attitudes and behaviors.

- Approaches linked to the participatory model, instead, acknowledged that there can be different constructions of the same reality.
- No one single party has the ultimate truth; rather, there are a number of realities that often need to be reconciled through communication.
- Diffusion model is more media and message-oriented
- Participation model is more about dialog, investigation, and analysis.

- Social marketing, media campaigns, information dissemination, lobbying, awareness raising, and persuasive and strategic communication are all approaches commonly associated with the diffusion perspective.
- The approaches often adopted in the participation perspective are community mobilization, conflict resolution, nondirective communication, and other dialog-based approaches.

Other approaches adopted for development communication

1. Social marketing

Social marketing has been one of the approaches that has carried forward the premises of **diffusion of innovation and behavior change models**. Since the 1970s, social marketing has been one of the most influential strategies in the field of development communication.

Features

- Social marketing was marketing's response to the need to be "socially relevant" and "socially responsible."
- It was a reaction of marketing as both discipline and industry to be sensitive to social issues and to strive towards the social good.
- It provides intervention tools to organizations whose business was the promotion of social change.

Affinity of social marketing with modernization and of innovation theory

- Social marketing's focus on behavior change, understanding of communication as persuasion ("transmission of information"), and top-down approach to instrument change .

Affinity of social marketing with diffusion of innovation theory

- Similar to diffusion theory, it conceptually subscribed to a sequential model of behavior change in which **individuals cognitively move from acquisition of knowledge to adjustment of attitudes toward behavior change**.

Criticism on social marketing

- Social marketing is a **non-participatory strategy**.
- Social marketing is concerned with **individuals, not with groups or organizations**.
- Social marketing as an approach intends to **persuade people to engage in certain behaviours**
- Social marketing does not involve **communities in deciding problems and courses of action**.

Entertainment-education

- Entertainment-education is another strategy that shares behavior-change
- Entertainment-education is a communication strategy to disseminate information through the media.

Features:

- It subscribes to the Shannon-Weaver model of communication of sender- channel-message-receiver.
- Like diffusion theory, it is concerned with behavior change through the dissemination of information.
- Entertainment-education projects are effective in stimulating people predisposed to change behavior to engage in a new behavior (e.g. use of contraceptive methods).

Entertainment-education in the modernization/diffusion theory

- Entertainment-education is a strategy to maximize the reach and effectiveness of messages through the combination of entertainment and education.
- It's premises are derived from **socio-psychology and human communication theories**.

Interventions Focusing on Change of Behavior

- An increased recognition of the importance of establishing two-way flows to share knowledge, opinions, and perceptions among stakeholders.
- The report of the 8th UN Inter-Agency Round Table on Communication for Development discussed this field along three main strands (UNFPA 2002):
 - behavior change communication, or BCC
 - communication for social change,
 - advocacy communication.

1. Behavior change communication

It is probably the most renowned strand because it has been used in many development projects and programs.

Features:

- Voluntary change in attitudes and behaviour based on informed choices.
- Persuasion through the traditional one-way model.
- Behavior change and social change are seen as two faces of the same coin.

2. Communication for social change

- It is closer to the newly emerging paradigm in development communication,
- Closely aligned with the participatory communication perspective.

Features:

- Two-way communication
- Facilitates stakeholders' participation and empowerment.
- Change is with the people and not for the people.

3. Advocacy communication

- It involves the use of communication to influence specific audiences, policies, and programs on key development issues.

Directions for convergence of different development communication approaches

1. The need of political will:

- Development communication should not only be concerned with specific outcomes but also with the process by which communities become empowered to intervene and transform their environment.

Example: Swatch Bharath



2. A "tool-kit" conception of strategies

- Practitioners have realized that a multiplicity of strategies is needed in development communication

Example: SGSY programme or SEAGA tools kit



3. Integration of "top-down" and "bottom-up" approaches

- Faced with different scenarios and choices, the growing consensus is that a multiple approaches that combines "top-down" and "bottom-up" interventions is recommended.

Example: Micro planning at village level



4. Integration of multimedia and interpersonal communication

- Successful interventions combine media channels and interpersonal communication in behavior change.

Example: Apps, web portals, message services etc.



5. Integration of personal and environmental approaches

- Promotional activities should be integrated into existing social systems such as schools, delivery systems and community organizations with coordination among a variety of intermediate agencies that acted as liaisons between developers of innovation promotion and potential adopters.

Example:

Organic home farming,

Medicinal tree planting,

Rain harvest structure.



Conclusion:

- Despite its multiple meanings and the historic gap between approaches, development communication remains a sort of umbrella term to designate research and interventions concerned with improving conditions among people struggling with economic, social political problems in the non- Western world.
- Different approaches have gradually adopted an understanding of communication that is not reduced to the idea of information transmission, but includes the idea of process and exchange.

THANK YOU

Print journalism and New media

R Ravi Kumar



PROFESSOR JAYASHANKAR TELANGANA STATE AGRICULTURAL UNIVERSITY

Telangana State- Training programme on
New media for development communication: Measuring tools and techniques, from 16 September to 6 October 2016

Session Topic
"Print journalism and New media"

By
Shri R Ravi Kumar
B.Com, B.P.R., PGD/JRC, M.A.-JRC, M.Phil./JPR, PGD/PP/PSD

Date : 16th September, 2016
Venue
Committee Hall, College of Home Science, Saifabad, Hyderabad

THE FIRST MAJOR NEWSPAPER IN INDIA

- 1) The Bengal Gazette—was started in 1780 under the British Raj by James Augustus Hickey.
- 2) The India Gazette, The Calcutta Gazette, The Madras Courier : 1785
- 3) The Bombay Herald : 1789
- 4) The Bombay Samachar, :1822 in Gujarati is the oldest newspaper in Asia still in print.
- 5) Udat Martand (The Rising Sun): May 30, 1826 the first Hindi-language newspaper published in India,
- 6) started from Calcutta (now Kolkata), published every Tuesday by Pt. Jugal Kishore Shukla.
- 7) The Times of India was founded in 1838 as The Bombay Times and Journal of Commerce by Bennett, Coleman and Company, a colonial enterprise now owned by an Indian conglomerate.
- 8) The Times Group publishes The Economic Times (launched in 1961), Navbharat Times (Hindi language), and the Maharashtra Times (Marathi language).
- 9) In the 1950s 214 daily newspapers were published in the country. Out of these, 44 were English language dailies while the rest were published in various regional and national languages.
- 10) This number rose to 2,856 dailies in 1990 with 209 English dailies.[3] The total number of newspapers published in the country reached 35,595 newspapers by 1993 (3,805 dailies).

JOURNALISM

- 1) The role of the English press in India
- 2) The role of the regional language Journalism
- 3) Magazine and Periodicals
- 4) Principles and Ethics of Journalism

MEDIA OF INDIA

Different types of Indian communications

- 1) Media: television, radio, cinema, newspapers, magazines, and Internet-based Web sites.
- 2) India has more than **70,000 newspapers**
- 3) 690 satellite channels (more than 80 are news channels)
- 4) Biggest newspaper market in the world - over **100 million copies sold each day**.
- 5) The first Indian media : late 18th century
- 6) **Print media started in 1780.**
- 7) Auguste and Louis Lumière moving pictures were screened in Bombay during July 1895; and radio broadcasting began in 1927.
- 8) Digital media (new media)

MAIN REGIONAL NEWSPAPERS

- 1) Malayalam language Malayala Manorama : Kerala, daily circulation: 673,000,
- 2) Dainik Jagran Hindi-language : Uttar Pradesh, daily circulation in 2006: 580,000,
- 3) Anandabazar Patrika : Kolkata, daily circulation in 2013 :11,93,000.
- 4) The Times of India Group,
- 5) Indian Express Group,
- 6) Hindustan Times Group,
- 7) The Hindu Group and the Anandabazar Patrika Group are the main print media houses of the country.
- 8) The Anandabazar Patrika group runs the oldest surviving Hindi newspaper in India.
- 9) world's best selling newspaper dailies were published in China, Japan, and India.
- 10) India consumed 99 million newspaper copies as of 2007—second largest market in the world for newspapers

The role of the English press in India

- Importance
 - 8.6 million 1989
 - Impressive following
 - 1965 English cease to be principal language
 - 1980 Hindi news papers overtaken English
 - Public matters that are discussed English papers-bearing on policy decisions
 - On can estimate influence – government at center/state

ORIGIN

- Bengal Gazette January 1780
- Calcutta Journal
- Bengal Harkaru / Friend of India/Bengal Herald – 19th century

CONTRIBUTION – Independence

- Educated – published English news papers
- Majority of view points to British / Indians into freedom
- Registration news papers was made compulsory 1835
Sir Charles metacalf
- News Papers – singular purpose independence
 - The Times of India
 - Amrita Bazar Patrika
 - The Statesman
 - The Hindu
 - The Tribune

POST – INDEPENDENCE ROLE

- 1950 development and modernization
- Notable feature of news papers at this time
 - 1) Increase in circulation
 - 2) Greater collection of advertisement revenue
 - 3) modern equipment – extended facilities of reporting (distant location)
 - 4) Appearance of features and columns with by-lines
 - 5) 1965 – 1971 Pakistan war (press did commendable job)
 - 6) Population boom
 - 7) 1975 emergency (restriction on media)
 - 8) 1990 governments liberalization – received wide coverage in English dailies

1990- 2016 Present scenario

- 1) Ownership - Market share
- 2) Content of English newspapers
- 3) Presentation of content
- 4) Recommendations – Press Commission
- 5) Classification of news papers
- 6) Circulation of English newspapers

The role of the regional language Journalism

ENGLISH HAS RULED 200 YEARS

- According to Census of India of 2001, India has 122 major languages and 1599 other languages
- 22 officially recognized languages in India

Growth of newspapers in the regional languages

- 1) Assamese
- 2) Bengali
- 3) Gujarati
- 4) Kannada
- 5) Malayalam
- 6) Marathi
- 7) Oriya
- 8) Punjabi
- 9) Tamil
- 10) Telugu
- 11) Hindi
- 12) Urdu

Magazine and Periodicals

CONTRIBUTION BY LANGUAGE NEWS PAPERS

- Molding public opinion
- Provincial Press (They act as opposition to party in power)
- Location specific

LANGUAGE NEWSPAPERS AND LITERACY

- Purchasing power (1992- Rs 60 month Rs 720 (100 Kg Rice)
- 1.75 to Rs 6
- Technology and language newspapers
- The Future (expanding to digital world)

- More specialized information
- Magazine term “stitched”
- Published regular intervals
- Magazine derived from Arabic word “Makhasin” - Warehouse or “Khazana” – Store - up
- Journal – means diary or daily record (Scholarly articles)
- Periodical – other than daily

Principles and Ethics of Journalism

BUILT – IN MERITS

- Information
- Opinion
- Entertainment
- Captivating
- Design /colour/paper
- Science / fiction /arts
- Humor / cartoon
- Millions like it

TV OF PRINTED WORD

- Visual appeals
- Titillating covers
- Pretty graphics
- Typographical variety
- Decorative boxes
- Drop letters
- Cropped images
- Visual appeal/feast for eyes
- 5th estate (Influential)

Truth and Accuracy

Journalists cannot always guarantee 'truth', but getting the facts right is the cardinal principle of journalism. We should always strive for accuracy, give all the relevant facts we have and ensure that they have been checked. When we cannot corroborate information we should say so.

Independence

Journalists must be independent voices; we should not act, formally or informally, on behalf of special interests whether political, corporate or cultural. We should declare to our editors – or the audience – any of our political affiliations, financial arrangements or other personal information that might constitute a conflict of interest.

Fairness and Impartiality

Most stories have at least two sides. While there is no obligation to present every side in every piece, stories should be balanced and add context. Objectivity is not always possible, and may not always be desirable (in the face for example of brutality or inhumanity), but impartial reporting builds trust and confidence.

Humanity

Journalists should do no harm. What we publish or broadcast may be hurtful, but we should be aware of the impact of our words and images on the lives of others.

Accountability

A sure sign of professionalism and responsible journalism is the ability to hold ourselves accountable. When we commit errors we must correct them and our expressions of regret must be sincere not cynical. We listen to the concerns of our audience. We may not change what readers write or say but we will always provide remedies when we are unfair.

In doing so, journalists and traditional media, will put themselves in a position to be provide leadership about what constitutes ethical freedom of expression. What is good for journalism is also good for others who use the Internet or online media for public communications.

NEWS REPORTING REPORTING

The nuts and bolts of a news story: process and product.

What is reporting?

- Getting the best obtainable version of the truth within the given time constraints
- Trying to be as non-partisan as possible
- Highlighting stories and issues that are important to the community being served
- Providing accurate, interesting, significant and relevant information through constant verification
- Starting point for pleasant and unpleasant conversations

What makes a good story?

- A good focus- what's the point?
- How does it inform people? When, where, why and how. I would like to add a new W- where from? What is the source of your story?
- Is it about a topic you want to read?
- How will writing about it affect your readers?
- Tips from an expert:

Qualities of a good reporter

- Innate curiosity
- Ample skepticism yet childlike excitement and enthusiasm
- Desire to build intellectual capital
- A thick skin-- you will always LOSE the popularity contest.
- Passion for the work

Different kinds of stories

- News- what's happening now/ issues of concern at the moment
- Features- ongoing issues- usually social, human interest; ones that touch the emotional core
- Business- community business leaders, shop around the corner?
- Sports- school sports
- Opinion- what are students talking about
- Long form- an 800-word long feature that a student may want to write about

News Writing

- An event that possibly happened a day or two before your paper hits the press or printing machine
- Inverted pyramid structure- most important part of the story comes first.

Feature Writing

- Offers you more creativity- allows you to write an engaging lead rather than bog you down with a straitlaced news sentence.
- Other forms include opinion writing- more of writing a critical argument.
- Good example of writing a feature that was published on the weekend based on a news story that was big during the week.

You have the idea, what next?

- Research:
 - Read up on the issue; previous news stories, articles, visit the public library (look up directions on Google!)
 - Online resources- there's a lot of information out there, make use of it.
 - Talk to people you think are experts on the issue.
- Narrow the focus- try and explain the story in two to three coherent sentences or come up with a Reporter's hypothesis/ research question.

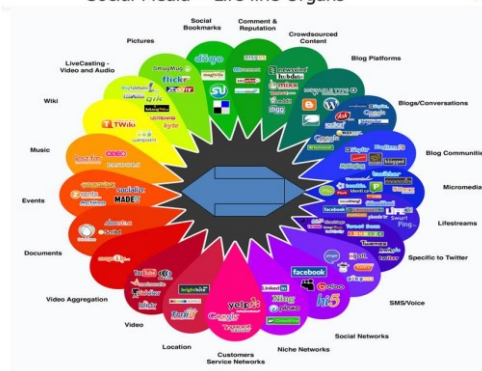
Sources and Interviews

- Research the people you talk to.
- Conduct interviews- preferably face-to-face when time permits.
- Try to get diverse voices in to provide a larger perspective.
- Be upfront about quoting them.
- Online sources are becoming the norm but it might be a good idea to have people's permission to use their quotes.
- To tape or not to tape interviews?

Some writing rules

- George Orwell in his essay, "Politics and the English language."
 - Never use a metaphor, simile or other figure of speech which you are used to seeing in print.
 - Never use a long word where a short one will do.
 - If it is possible to cut a word out, always cut it out.
 - Never use the passive where you can use the active.
 - Never use a foreign phrase, a scientific word or a jargon word if you can think of an everyday English equivalent.
 - Break any of these rules sooner than say anything barbarous.

Social Media – Life line Organs



What next?

- Create an outline or a blueprint and start filling it in with your notes and quotes you have gathered.
- Once you've filled in all the blanks- rearrange the text so that flows in a logical, coherent way.
- A process to the writing:
 - Lead- 10%
 - Context- 10%
 - Body- 70%
 - Conclusion- 10%
- Story must have a beginning, a middle and an end.

Building a source base

- Talking to people- be nice
- Honoring what you promise them- returning with a copy of the story when published, not quoting something said in confidence.
- Staying in touch- calling sometimes just to say hi.
- Being as accessible to them as you expect them to be accessible.
- Being honest.

It's cool to be uncool

- Commitment to journalism and writing is priority
- Long hours are norm
- It's a lonely job- but you aren't alone
- In the end, you will be the uncool person who asks the annoying questions, uncovers the best obtainable version of the truth, writes stories that count and THAT is cool.

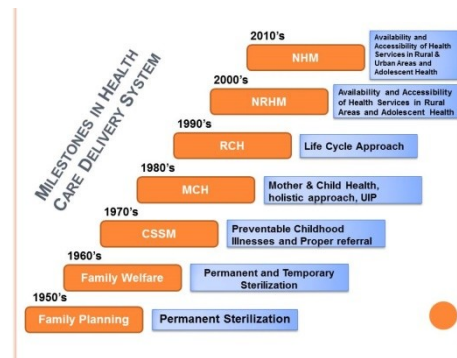
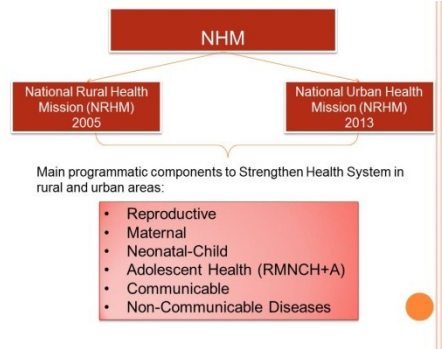


National Health Mission – Strategies for Reach to Unreached

Dr. V. Uma Devi

NATIONAL HEALTH MISSION – STRATEGIES FOR REACH TO UNREACHED

Dr. V. Uma Devi
IIFWF



GOALS AND AIM OF NHM

Goals

- Improve the availability and accessibility
- Quality Health Care for women and children
- Universal accessible and affordable health care facilities in cities and villages
- Prevention, treatment and control of diseases (Communicable and Non-communicable)
- Promotion of healthy life style

AIM

- Reduction of Infant and Maternal Mortality

Control Growth of Population

TARGETS BY NHM

Achievement of MMR to 1/1000 live births
Achievement of IMR to 25/1000 live births
Reduction of Total Fertility Rate to 2.1
Prevention and control of anaemia in women between the ages of 15 and 49
Prevention of mortality from communicable & non-communicable diseases
Control of injuries and newly discovered diseases
Reduction of household expenditure on health care
Reduction of mortality and occurrence of tuberculosis by about half each year
Reduction in occurrence of leprosy to <1 /10000 population
Reduction in occurrence of malaria to <1 /1000 population
Reduction in occurrence of microfilaria to < 1 percent population
Elimination of Kala-azar by 2015

PROGRAMS TO ACHIEVE TARGETS

Sl. No.	Programs	Strategy
1.	Maternal Health	<ul style="list-style-type: none"> ○ Skilled Birth Attendance (SBA) ○ Basic Emergency Obstetric Care (BEmOC) ○ Emergency Obstetric Care (EmOC) ○ Life Saving Anaesthetic Skills (LSAS) ○ Reproductive Tract Infection/Sexually Transmitted Infection (RTI/STI) ○ Comprehensive Abortion Care (CAC) ○ Maternal Death Review (MDR)
2.	Child Health	<ul style="list-style-type: none"> ○ Basic-Integrated Management of Neo-natal and Child Illnesses (B-IMNCI) ○ Facility based-Integrated Management of Neo-natal and Child Illnesses (F-IMNCI) ○ Navajata Sishu Samrakshana Karyakram (NSSK) ○ Home Based Newborn and Child Care (HBNCC) ○ Infant and Young Child Feeding (IYCF) Practices ○ Facility Based Newborn Care (FBNCC) ○ Severe Acute Malnutrition (SAM)

PTO

PROGRAMS TO ACHIEVE TARGETS

Sl. No.	Programs	Strategy
3.	Family Planning	<ul style="list-style-type: none"> Minilap Intra Uterine Contraceptive Device (IUCD) Post Partum Intra Uterine Contraceptive Device (PP IUCD)
4.	Adolescent Health	<ul style="list-style-type: none"> Rastriya Kishora Swastha Karyakram (RKSK) Menstrual Hygiene WIFS
5.	Others	<ul style="list-style-type: none"> MAARPU Safe Childhood Checklist (SCC) Pre Conception & Pre Natal Diagnostic Techniques (PC & PNDT) Act Induction training for Mos Safe Abortion Care

METHODS ADOPTED



STRATEGIES

	Service Providers	Ways to reach	
Maternal Health	<ul style="list-style-type: none"> Class-room and Skills Training – Cascading mode Performance assessment Orientation 	ASHA, AWW, Mahila Groups, Posters, Melas, Video, Group meetings, Mother Clubs, Male involvement	Community based activities as a pilot
Child Health	<ul style="list-style-type: none"> Class-room and Skills Training – Cascading mode Performance assessment Orientation 	ASHA, AWW, Mahila Groups, Posters, Melas, Video, Group meetings, Mother Clubs, Male involvement	Mass Campaign
Adolescent Health	<ul style="list-style-type: none"> Class-room cum participatory – Cascading mode Service Provision Cases attended or treated 	Counselling, Peer Education, Games, Quiz, Question box	Group discussions, Peer to peer Question type, Treatment seeking behaviour, MANA TV

PTO

STRATEGIES

	Service Providers	Ways to reach	
Family Planning	<ul style="list-style-type: none"> Class-room and Skills Training – Cascading mode Performance assessment Orientation 	House visits, individual contacts, informed choice	Awareness programs at community and mandal level
Others	<ul style="list-style-type: none"> Orientation 	Awareness Generation, Hand holding	

Social Mobilization

Entry :

Whose (Target group) → Behaviour

What $\left\{ \begin{array}{l} \text{Direction} \\ \text{Messages} \end{array} \right.$

Know → believe → do

Why they should know believe and do } How do they define



Community Responsibility

Participation in health

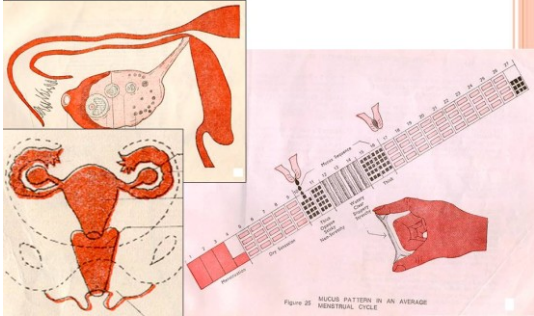
- ✓ DWACRA – Village level
- ✓ Group leaders
- ✓ Act as friend and guide and village level animators
- ✓ Youth clubs
- ✓ Schools
 - ✓ Children and teachers
- ✓ Individual contacts
 - ✓ Village leaders
 - ✓ Youth



TRAININGS TO GATE KEEPERS - IPC



PREPARATION OF LOW COST TRAINING AIDS



Legal Issues for Women



ELECTRONIC MEDIA



Reaching 18,000 adolescents through Electronic Media on the following issues every month

- Health and Hygiene
- Nutrition
- Reproductive Health & Menstrual Hygiene
- Life Skills
- Legal Issues
- Health Seeking Behaviour

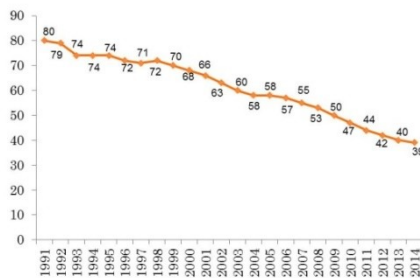


Establishing Adolescent Helpline in 104 Medical Helpline Services for

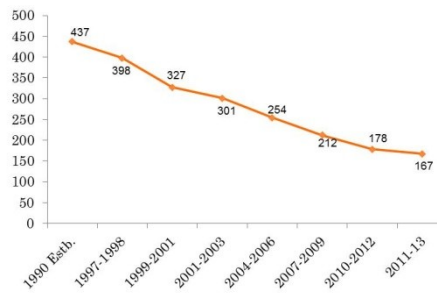


- Advise
- Information
- Counseling

Infant Mortality Rate in India, SRS, 1991-2014



Maternal Mortality Ratio (MMR) by Region (SRS 1997-2012)



20-09-16

Telecom technologies in development communication

M Ravishankar

Telecom technologies in development communication

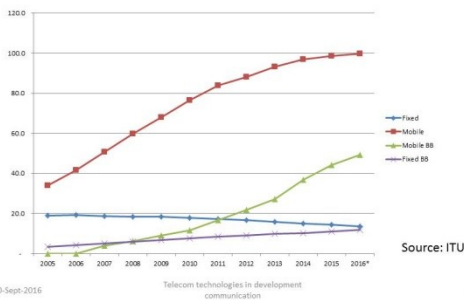
M Ravishankar, Addl GM(NIB-II),
Southern Telecom Projects, BSNL,
Hyderabad

Introduction

- Environment
 - Problem of the last mile – Wired vs wireless.
 - Negroponte flip
 - Problem of feedback path
 - Digital explosion
- Global tele density figures of about 1 with urban values 1.25 and rural ~0.45(Indian context)

20-Sept-2016 Telecom technologies in development communication 2

Tele density trends - World



20-Sept-2016 Telecom technologies in development communication 3

Fixed Line technologies

- Require a copper cable from the telephone exchange for voice and data
- Last mile cost and maintenance issues
- Dumb technology but robust
- Higher bandwidths up to 10Mbps possible on the copper wire with DSL based broadband systems
- Highly capital intensive and facing severe competition from wireless

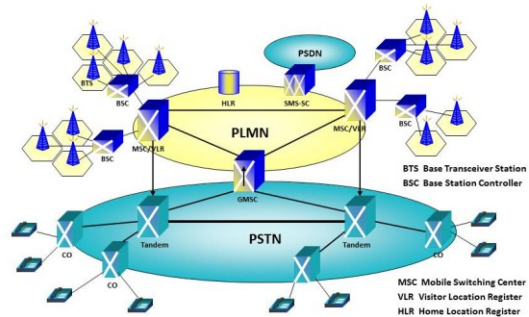
20-Sept-2016 Telecom technologies in development communication 4

Mobile technologies

- First generation: AMPS, TACS, CT, NMT
 - Analog, Terrestrial and Multi-standard
- Second generation: GSM, PHS, DAMPS, DCS, IS95 (cdmaOne)
 - Digital, Terrestrial and Multi-standard. Predominantly voice based
- 2.5 G: IS 95B, GPRS, Data enabled
- 3G : CDMA2000, WCDMA, TDSCDMA, UWC136, DECT+ etc
 - Digital, Terrestrial and Satellite based, Unified Standard
 - Data speeds up to 21 Mbps
- 4G: LTE based and WiMAX+
 - Purely data based and speeds up to 1Gbps

20-Sept-2016 Telecom technologies in development communication 5

Typical 2G Architecture



20-Sept-2016 Telecom technologies in development communication 6

Other channels

- Short Messaging Service(SMS):
- Multimedia Messaging Service(MMS)
- Cell Broadcast Services(CBS)
- Location Based Services(LBS)
- Data Services
- OTT services

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Telecom technologies in development
communication

7

SMS

- Messages in Short Message Service (SMS) must be no longer than 160 alpha-numeric characters and contain no images or graphics.
- Basic GSM feature and does not require data cxn
- Can be peer to peer(one – one) or Application to peer(one – many)
- Bulk Content can be pushed by connecting to the Network via Internet/Leased line to the designated subscribers.
- Native language support possible
- Usage moving from P2P to A2P as more personal messages are on Whatsapp/ Facebook etc.

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Multimedia Messaging Service

- Can send images/graphics/multi media messages
- Requires GPRS or higher data services
- Receipt depends on the compatibility of the handsets
- Typically SMS is sent informing the recipient of the pending MMS and he has to visit a website etc. to retrieve the message
- No longer in the demand as Whatsapp and other are more popular

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9

Cell Broadcasting

- Popular as the cell site id channel
- Allows a channel with a slow data traffic to be broadcast across a BTS/BSC/MSC/any other area
- Most operators use Channel 50 for displaying site name
- Up to 15 pages with each of 93 characters can be sent. One message page for every 1.883 sec.
- Weather reports, Cyclone warnings, Alerts, area specific info etc. can be shared

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Telecom technologies in development
communication

10

Location Based Services

- Location Based Services provide the services based on the location of the subscriber. Some examples can be:
 - Mobile Yellow Pages- As a filter where the nearest service point can be identified (nearest ATM, bus stop, gas station, restaurant, shortest route etc)
 - As a pointer in tracking systems (Fleet/Asset tracking)
 - Area alarms and triggers for events that can happen on arrival etc (targeted advertisement)
 - Emergency services
 - Emergency Alerts
 - Push/Pull/tracking services

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11

LBS granularity

Regional(< 200Km)	Weather updates, traffic info
District(upto 20Km)	Local news, traffic report
Upto 1Km	Vehicle Asset Mgmt
0.5-1Km	Rural and suburban emergency, where are services
100m(67%), 300m(95%)	Network based positioning for E911
75-125m	Urban SOS, localised advt., home zone pricing, where is nearest services
50m(67%), 150m(95%)	MS based positioning for E911
10-50m	Navigation, Route guidance

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Voice Facilities/Services available

- Different facilities available:
 - Toll free: 1800 series, Called person pays the charges
 - Premium rate: 1900 series, Calling person pays a higher rate
 - Short Code: 108 etc., provided to govt. agencies and Emergency response etc. on to which a normal telephone number is mapped
 - Missed Call: Call to a number and the caller will be called back
 - Random Call with prerecorded message/agent calling

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Data sessions

- Typically, whenever a user is connected, an IP address is allotted(both fixed as well as mobile).
- Typically it is private IP address.
- This dynamic IP address is allotted for the duration of the session and can change after some time
- Advantage is of optimal utilisation of the scarce IP address
- Disadvantage is of not able to have peer to peer / destination not knowing source IP address

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Data Services on Wireless

- With GPRS, EDGE(2.5G) and 3G services on wireless, data proliferation has started
- Issue of lower bandwidth and end user experience(buffering)
- Now with 4G, higher bandwidths are available
- Issue of dynamic addressing hinders peer to peer
- Client server architecture is most followed
- Advantage of affordability, wide ownership, voice communications, and instant and convenient service delivery

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Different applications

- Wide spread mobile coverage enabled innovative ideas to leverage the mobile connection for remote monitoring/ activation/ deactivation/data collection.
- Have a sensor and connect it to the mobile for sending to server over SMS/data and get the data OR
- Activate/Deactivate using SMS/Missed Call etc.
- Missed call radio etc.

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Some examples

- Agri automation:
 - Cell phone motor starter, Drip irrigation valve controller, Water level controller
- Industrial automation:
 - Generator monitor and control, Room temperature monitor and control, Street Light controller,
- Remote data accessing and Control
- Can be extended to control any other electric device like refrigerator, AC etc. remotely

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Other apps

- m-Pesa in Kenya first for money xfer and then to insurance, bulk payments, bill payments, loan repayments etc.
- E-health (animal and person)
 - iCow from M-Farm: This cell phone application calls itself "the world's first mobile phone cow calendar." It enables farmers to keep track of each cow's individual gestation so farmers never miss the valuable opportunity to expand their herd. iCow also keeps track of feed types and schedules, local veterinary contact information, and precise market prices of cattle. Similar one from Sri Lanka as well
- Virtual City's AgriManagr illustrates the benefits of automating the supply chain in Kenya's export market for tea
- Education apps for remote education

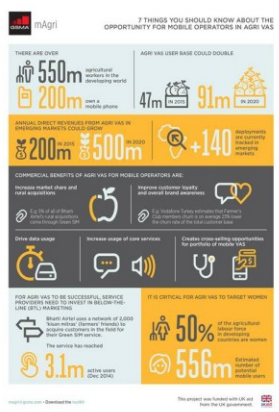
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More examples(Wikipedia)

- Market intelligence/information reg. prices & Trading facilities
- Weather information
- Peer to peer learning
- Data collection
- Financial services- payments, loans, insurance
- Learning/ advisory/ extension services: applications that use mobile technology to deliver or retrieve agricultural/agronomy information and advice.
- Geospatial applications
- Embedded ICT in farm equipment & processes
- Agricultural news: applications that provide news on agriculture-related subjects
- eGov: G2C, C2G etc.
- Job alerts/facilitator



Over The Top(OTT)

- Use the telecom operators' data and provide the end service
- Whatsapp, Hike, WeChat etc.
- Provide voice, text, file, video and imaging capabilities and are a quick solution
- Quickest way of disseminating multimedia information
- Network effect pulls people to them and are widely popular

Challenges

- Handset
 - More mobiles today are feature phones, not smart phones and so cannot use data/video etc.
 - Design to be inherently Narrowband enabled so that slow speed users too can use it
 - Battery and power backup is an issue though it may be a thing of the past
- Content and localisation
 - Local content and dissemination of the product/service is required
 - Support for the Indian languages on the handsets
 - Voice support due to illiteracy
- Pricing is the key aspect as we are highly sensitive to pricing

Satellite

- One of the oldest development communication technology in India starting with SITE
- Wide geographic coverage, broadcasting and able to reach interiors, hilly areas etc.
- Usage mostly of government satellites
- Challenge of cost, feedback channel, maintenance issues etc.
- Moving from S Band to Ku Band for higher data rates

IoT

- Internet of Things(IOT): Ambitious plan to interconnect all devices and seamlessly integrate them
- For eg., in an agriculture scenario, the tractor automatically ploughs, computer controlled seeding and watering etc. can be a reality
- More mechanisation and automation
- Big Data will be a reality as we try to sift through the data pouring in from the sensors/end nodes

Sanchar Shakti

NOFN

- Plan to connect more than 2 lakh gram panchayats with optical fiber using USO Funds
- More than 60K villages connected till date
- OFC works in KTK and KRL nearly completed
- Will bring huge bandwidth to the village level for collection and dissemination
- Supports Video, Internet, Voice and enabling education, business, health, e-gov, entertainment etc.
- WiFi hotspots can be created in the village and the backhaul can be on NOFN connectivity

- **Focus areas:**
 - Women due to prevailing incapacitating economic, social and political gender equity gap
 - Rural areas as per the mandate of the USOF, DoT
 - SHGs, due to thriving SHG movement in India and its ability to mobilize women for self-empowerment
 - Content development which is pull based and needs-based, rather than push-based and is gender-sensitive & geographic-specific (i.e. information dissemination preferably in local languages and of local relevance)
- **Framework: Public-Private-People partnership model.**
- USOF (PUBLIC) subsidizes the VAS content development, training/handholding and VAS/information dissemination by the Service Provider (PRIVATE). The NGO-partner (PEOPLE) of the Service Provider is involved in selection, educating and spreading the awareness among the beneficiaries.
- Presently, M/s BhartiHexacom Ltd. in Rajasthan and M/s Reuters Market Light Information Services Pvt. Ltd. are the Service Providers in the remaining pilot projects under Sanchar Shakti.
- The targeted beneficiaries (PEOPLE) are actively involved by the Service Provider in the developing the VAS package, customised & localised to their needs via assessing the needs/preference/choices of the each individual.

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Sanchar Shakti Scope of work

Content/Information Sets	Frequency	No of Messages	Approx Time
A) AGRICULTURE			
Weather	Daily	1 /day	7:00 AM to 8:30 AM
Farming Solutions (Except on Sunday)	2 to 3 times a week	2-3 / Week	9:00 AM to 11:00 AM
Market data (Except on Sunday)	Daily	2 / Day	9:00 AM to 8:00 PM
News	Daily	1 /day	9:00 AM to 8:00 PM
B) AGRICULTURE & ALLIED			
Cattle, Goat Rearing, Non Timber Forest Produce and Poultry, Organic Farming, Handloom, Fisheries etc.	twice a week	2 / Week	11:00 AM to 8:00 PM
GENERIC INFORMATION:			
Health & Hygiene	twice a week	2 / Week	11:00 AM to 5:00 PM
Education, Scholarship Schemes esp. for girls*	twice a week	2 / Week	11:00 AM to 5:00 PM
Financial Literacy	twice a week	2 / Week	11:00 AM to 5:00 PM
Women Empowerment/Social Awareness, Self Employment & Employment Opportunities	twice a week	2 / Week	11:00 AM to 5:00 PM
Information on Govt. schemes esp. relevant to the profile of the women*^	twice a week	2 / Week	twice a week
Legal Literacy messages on legal rights of women#	twice a week	2 / Week	twice a week

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Green SIMs

- Green SIM card for farmers is an initiative of the IFFCO Kisan Sanchar Ltd (IKSL – JV of IFFCO and AIRTEL). IKSL provides voice-based agricultural information in regional languages to empower rural farmers. This service was launched in 2008.
- Subscribers receive 5 recorded voice messages. everyday. Each voice message is of one minute duration. These messages are in regional languages, covering various fields like Agriculture, Animal husbandry, Horticulture, Insurance, Government policies and schemes, Mandi prices, weather forecast, Sericulture, Pisciculture, Crop Loans, Plant protection, Health etc.
- For those subscribers, who could not pick-up the call or missed a voice call during the day, can call back to 53435 and listen the messages again. Also, they can access to the dedicated 'Helpline - 534351'. Experienced professionals are available to answer the queries of the farmers.

Scope for Development Communication

- Most of the technology is client – server based though peer – peer are happening now
- Data is proliferating and so many apps can be developed
- Robust eco system and a *write once use anywhere* is possible
- Multiple technologies exist and technology selection depends on the requirement at hand
- Technology agnostic solutions will win in the long run
- IoT will be pervasive so be ready for IoT

*The medium is the message –
Marshall McLuhan*

Thank you

mrvishankar@bsnl.co.in

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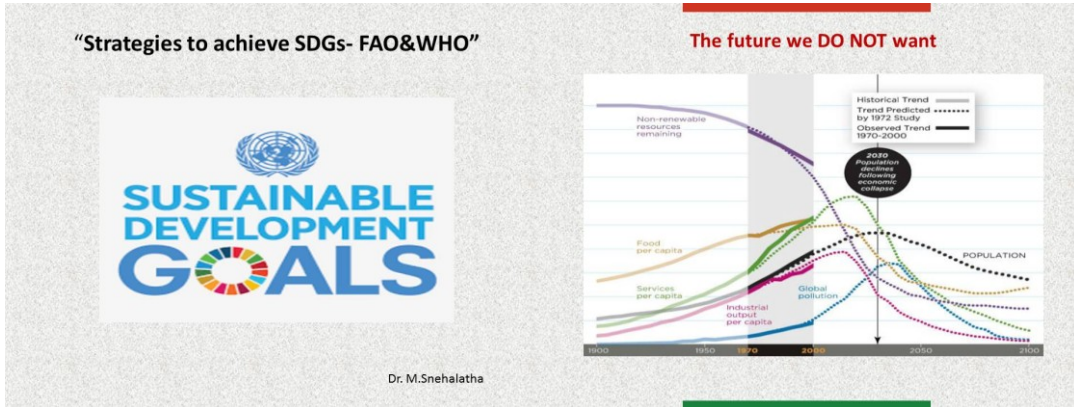
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“Strategies to achieve SDGs- FAO&WHO”

Dr. M.Snehalatha



What is new and different about the 17 SDGs?

First, and most important, these Goals apply to *every nation ... and every sector*. Cities, businesses, schools, organizations, *all* are challenged to act. This is called



Second, it is recognized that the Goals are all inter-connected, in a system. We cannot aim to achieve just one Goal. We must achieve them all. This is called



And finally, it is widely recognized that achieving these Goals involves making very big, fundamental changes in how we live on Earth. This is called

Transformation



On September 25th 2015, countries adopted a set of goals to **end poverty**, **protect the planet**, and **ensure prosperity for all** as part of a **new sustainable development agenda**. Each goal has specific targets to be achieved over the next 15 years.

THE 17 SUSTAINABLE DEVELOPMENT GOALS

- GOAL 1: End poverty in all its forms everywhere
 GOAL 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture
 GOAL 3: Ensure healthy lives and promote well-being for all at all ages
 GOAL 4: Ensure inclusive and quality education for all and promote lifelong learning
 GOAL 5: Achieve gender equality and empower all women and girls
 GOAL 6: Ensure access to water and sanitation for all
 GOAL 7: Ensure access to affordable, reliable, sustainable and modern energy for all
 GOAL 8: Promote inclusive and sustainable economic growth, employment and decent work for all
 GOAL 9: Build resilient infrastructure, promote sustainable industrialization and foster innovation
 GOAL 10: Reduce inequality within and among countries
 GOAL 11: Make cities inclusive, safe, resilient and sustainable
 GOAL 12: Ensure sustainable consumption and production patterns
 GOAL 13: Take urgent action to combat climate change and its impacts
 GOAL 14: Conserve and sustainably use the oceans, seas and marine resources
 GOAL 15: Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss
 GOAL 16: Promote just, peaceful and inclusive societies
 GOAL 17: Revitalize the global partnership for sustainable development



SDG 3 "Ensure healthy lives and promote wellbeing for all at all ages" The goals within a goal: Health targets for SDG 3

- 3.1 By 2030, reduce the global maternal mortality ratio to less than 70 per 100 000 live births.
 3.2 By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1000 live births and under-5 mortality to at least as low as 25 per 1000 live births.
 3.3 By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases.
 3.4 By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.
 3.5 Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol.
 3.6 By 2020, halve the number of global deaths and injuries from road traffic accidents.
 3.7 By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes.

SDG 3 "Ensure healthy lives and promote wellbeing for all at all ages" The goals within a goal: Health targets for SDG 3

- 3.8 Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.
 3.9 By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination.
 3.a Strengthen the implementation of the WHO Framework Convention on Tobacco Control in all countries, as appropriate.
 3.b Support the research and development of vaccines and medicines for the communicable and non-communicable diseases that primarily affect developing countries, provide access to affordable essential medicines and vaccines, in accordance with the Doha Declaration on the TRIPS Agreement and Public Health, which affirms the right of developing countries to use to the full the provisions in the Agreement on Trade-Related Aspects of Intellectual Property Rights regarding flexibilities to protect public health, and, in particular, provide access to medicines for all.
 3.c Substantially increase health financing and the recruitment, development, training and retention of the health workforce in developing countries, especially in least developed countries and small island developing States.
 3.d Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks.

Strategies to reach out to countries – Key messages

- The health targets have a logical relationship
- Achieving the new health targets cannot rely on business as usual
- Used creatively, the SDGs can enhance governance for health
- The SDGs should provoke a deeper debate about health architecture
- The SDGs are affordable... ..but the jury is still out on how the SDGs will influence financing for health
- Monitoring the health goal is as important as monitoring individual targets
- There will be a growing focus on accountability at country level

Ref: Health In 2015 from MDGs to SDGs – WHO
<http://www.who.int/about/en/>

WHO Regional Groupings of Countries

African Region: Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cabo Verde, Cameroon, Central African Republic, Chad, Comoros, Congo, Côte d'Ivoire, Democratic Republic of the Congo, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, South Africa, South Sudan, Swaziland, Togo, Uganda, United Republic of Tanzania, Zambia, Zimbabwe.

WHO Region of the Americas: Antigua and Barbuda, Argentina, Bahamas, Barbados, Belize, Bolivia (Plurinational State of), Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominica, Dominican Republic, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Suriname, Trinidad and Tobago, United States of America, Uruguay, Venezuela (Bolivarian Republic of).

WHO South-East Asia Region: Bangladesh, Bhutan, Democratic People's Republic of Korea, India, Indonesia, Maldives, Myanmar, Nepal, Sri Lanka, Thailand, Timor-Leste.

WHO Regional Groupings of Countries

WHO European Region: Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Luxembourg, Malta, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Republic of Moldova, Romania, Russian Federation, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Tajikistan, The former Yugoslav Republic of Macedonia, Turkey, Turkmenistan, Ukraine, the United Kingdom, Uzbekistan.

WHO Eastern Mediterranean Region: Afghanistan, Bahrain, Djibouti, Egypt, Iran (Islamic Republic of), Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Pakistan, Qatar, Saudi Arabia, Somalia, Sudan, Syrian Arab Republic, Tunisia, United Arab Emirates, Yemen.

WHO Western Pacific Region: Australia, Brunei Darussalam, Cambodia, China, Cook Islands, Fiji, Japan, Kiribati, Lao People's Democratic Republic, Malaysia, Marshall Islands, Micronesia (Federated States of), Mongolia, Nauru, New Zealand, Niue, Palau, Papua New Guinea, Philippines, Republic of Korea, Samoa, Singapore, Solomon Islands, Tonga, Tuvalu, Vanuatu, Viet Nam



**Food and Agriculture Organization
of the United Nations**

FAOs focus SDGs

Towards achieving zero hunger and end poverty

- GOAL 1
- GOAL 2
- GOAL 12

Moving from conservation to sustainable use of natural resources

- GOAL 14
- GOAL 15

Food-Water-Energy Nexus

- GOAL 6
- GOAL 7
- GOAL 13

FIVE KEY PRINCIPLES

- Improving efficiency in the use of resources
- Conserving, protecting and enhancing natural ecosystems
- Protecting and improving rural livelihoods and social well-being
- Enhancing the resilience of people, communities and ecosystems
- Promoting good governance of both natural and human systems



FAO SUPPORT TO COUNTRIES ON MONITORING

- Set national priorities and targets
- Foster strong and coherent institutional and policy environments
- Engage all actors in national policy processes contributing to innovative partnerships
- Strengthen capacities of national statistical institutions to produce global/national indicators
- Collect and ensure data are comparable and aggregated at sub-regional/regional/global levels
- Report on challenges and results
- Contribute to mobilizing resources to support national efforts
- Implement inclusive and crosscutting policy products
- Contribute to the global follow-up and review of SDGs

FAO's - Global processes & partnerships

Leading inter-agency and multi stakeholder alliances:

Committee on World Food Security :

Building Partnerships and Alliances :

Mobilizing resources and Investments:

Addressing Climate change:

Providing evidence base and policy advice:

Women and land Tenure:

Monitoring Targets :

Promoting guidelines standards and good practices:

Building frameworks:

Global Initiatives:

Facilitating policy Dialogues:

Strengthening the institutional environment:

Global fora:

UN Organizations and Networks



2030 Agenda for Sustainable Development – Key Principles

People: We are determined to end poverty and hunger, in all their forms and dimensions, and to ensure that all human beings can fulfil their potential in dignity and equality and in a healthy environment.

Planet: We are determined to protect the planet from degradation, including through sustainable consumption and production, sustainably managing its natural resources and taking urgent action on climate change, so that it can support the needs of the present and future generations.

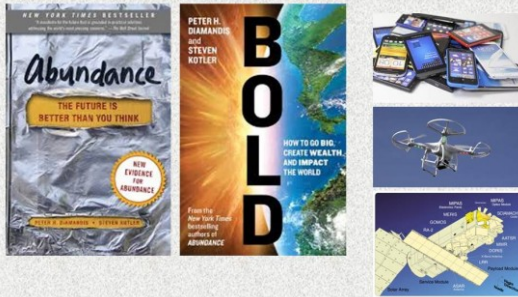
Prosperity: We are determined to ensure that all human beings can enjoy prosperous and fulfilling lives and that economic, social and technological progress occurs in harmony with nature.

Peace: We are determined to foster peaceful, just and inclusive societies which are free from fear and violence. There can be no sustainable development without peace and no peace without sustainable development.

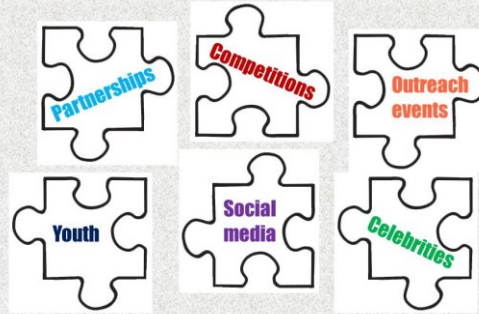
Partnership: We are determined to mobilize the means required to implement this Agenda through a revitalised Global Partnership for Sustainable Development, based on a spirit of strengthened global solidarity, focussed in particular on the needs of the poorest and most vulnerable and with the participation of all countries, all stakeholders and all people.

How to communicate and make SDGs everyone's business

Use of Technological advances



UNRIC Toolkit



Sustainable Development Goals

Adoption in New York on
25th September 2015



SDGs in all languages



Leveraging high-profile events

UN Day Brussels

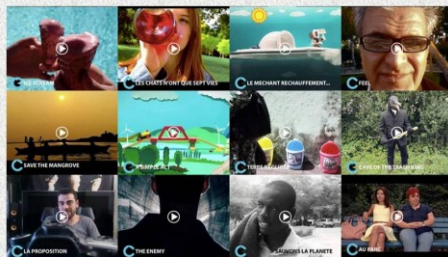


UN Climate Conference (COP21)



Mobile Film Festival

1 MESSAGE – 1 MINUTE – 1 FILM



Metro Photo Challenge



Goodwill Ambassadors



Malala Yousafzai



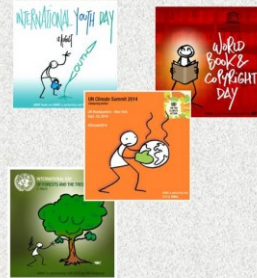
Shakira



Emma Watson

Personalities from art, music, film and sport

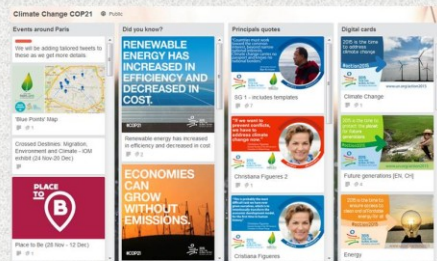
UN Digital Ambassador



Social media & Twitter, mirror, Instagram etc..etc..



Trello board on #COP21



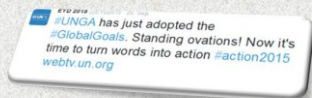
Co-curation of EYD social media



#GlobalGoals

#Action2015

#EYD2015



Engaging the conversation on SDGs



Film screenings & debates on world issues



Cartooning for Peace

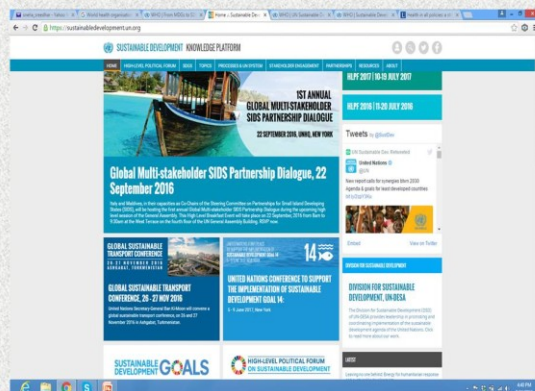


Athens Marathon

One Heart One Tree



Tara Expéditions



Strategies for Strengthening and Coordinating Community of Practice Networks

- **Effective communication** improves information access and flow amongst stakeholders and hence implementation.
- A **communication strategy** is therefore required to define target audience for organisations and how to reach out to them with clear messages.
- There is need for **strong coordination** between members. The **roles of each member** must be clarified.
- **Champions** from each region must be identified to **promote the ideals of CoP** in the area. This will include the SDplanNet-Africa delegates.
- **Resource mobilization** in human and financial forms will be required to strengthen CoP in Africa (internal or External).
- Organizing **Annual General Meetings (AGM)** to review progress and share information on SD issues
- **Piggy-backing** on other regional or continental meetings and domestic resource mobilization were then recommended as a way to **cut costs** to achieve this objective.
- A **formal rule of engagement** or charter should be developed and agreed from the outset as a **guiding principle** for the operations of CoP in the region. This should include making clear the objectives of the network, the constituencies, and their roles among others.

A case of Andhra Pradesh

High priority Goals and Targets to achieve SDGs 2030

SDG Goals	High priority Targets/Indicators	Baseline	High priority SDG Targets to be achieved by 2029
1 No Poverty	Poverty ratio	9.2	0
	HDI	0.67	0.90
2 Zero Hunger	Malnutrition	Underweight: 31.9	0
	Food Grain productivity	2641kg/ha	4409kg/ha
3 Good Health and well being	Irrigation efficiency	38 %	57 %
	IMR (per 1000 live births)	35	<3
4 Quality Education	MMR (per 100,000 live births)	92	16
	Children Immunization	65.3 %	100 %
5 Gender Equality	Literacy rate	67.4 %	100 %
	GER	Primary: 89.2 %	100 % (by 2019)
6 Clean Water and Sanitation	Female literacy rate	40 %	100 % (by 2019)
	Proportion of Women seats in state assembly	10.3 %	50 %
7 Affordable and Clean Energy	Rural Habitations connected to Safe drinking water	48 %	100% (by 2019)
	Toilet facilities	52.4 %	100% (by 2019)
8 Decent work and economic growth	HH access to electricity	92.1 %	100% (by 2016)
	Share of Renewable energy	5.14 %	30 %
9 Industry, Innovation and Infrastructure	Per capita Income	Rs 90517	Rs 960768
	Women work force participation	37 %	50 %
10 Reduced Inequality	Skilled work force	5% of population	2 Cr. (40 % of population)
	Mobile phone services	76 %	100% (by 2019)
11 Sustainable cities and communities	Bank account	64 %	100% (by 2016)

10 Reduced Inequality	Gini Coefficient	0.39	0.34
	Deprived HHs	ST (68 %)	SC (8 %)
11 Sustainable cities and communities	HHs connected to Sewage networks	31 %	100 %
	Basic services	67.4 %	100 %
12 Responsible consumption and production	Switch to Energy efficient light bulbs		100 %
	Electric productivity capacity	9486MW	42,000 MW
13 Climate action	State policy on climate change		
14 Life below water	State policy to control Marine Pollution		
15 Life on land	Forest coverage	23.04 %	33 %
16 Peace, justice and strong institutions	Online Government services	329 services	100 %
17 Partnerships for the Goals	Global competitive index	51st globally	With in 20

Key Strategies to achieve SDG 2030			
VISION 2029	•To become one amongst the three best state in India by 2022		
	•To become best state in India by 2029		
	•To become a leading global investment destination by 2050		
6	Transformation Areas		
6	Human Development	Inclusive Growth	Global Competitive
	Knowledge economy	Sustainability	Governance
7	Missions (Primary, Industry, Service, Knowledge, social, Urban & Infrastructure)		
12	Strategies and Sectors for Growth and Transformation		
5	Campaigns (on Poverty, Education, Agriculture, Water, Swacha Andhra)		
5	Grids (Water, Power , Gas, Roads, Fiber Optic)		
32	Departments and 142 Programs and Schemes		

Group work

Role of SAU and Academia towards achieving the above strategy focusing on communicating to various stakeholders

Thank you for your time



Email: sneha_sreedhar@yahoo.com
Mobile: 9000172555

Personalized Online Applications and Metrics

Sri. S. Rahul Reddy

Personalized Online Applications and Metrics



$$A = B = C$$

$$A = C$$



We don't know how to eat

Smart Dieticians – Intelligent Diet

Existing Challenges : MNT

Existing Challenges

Opportunities

For Dieticians
For Healthcare Industry

- Under skilled Manpower
- Confidence & Trust building :Bonding
- Scalability
- Completing the circle of 360 degrees care
- Abysmally low pay
- Lack of respect
- Low quality CNEs
- Very limited opportunities

A case study: Well Connected



and she was dis-Connected



Problem: An opportunity lost.....

Some of the questions remain unanswered..

- What was she treated for?
- Why did it happen in first place?
- What are the chances of recurrence?
- What she should do to prevent it from happening again?
- Is something wrong with her lifestyle?
- Does her food habits have got any say in this?
- Is she fit enough to go home?
- Is she in need of any rehabilitation service?
- Is she in need of any home care services?
- Is there a way to monitor her important vitals and diagnostics remotely.
- Is there a person designated to take calls in the hospital, in case of any query?
- What kind of physical activity should she be in?
- How to convey the results of her blood test from her village?
- What are all the medicines and why they are prescribed?
- Will someone remind her of her follow-up visits?
- Should she carry all her reports every time she visits you?
- Is there a way to contact you in case of emergency?

Except for the names of two nurses she didn't come out with any other knowledge, whether it is about her medical condition, the doctors or about the warmth and care of the hospital staff.

She **didn't have an emotional bond with the hospital** which saved her life !

She **doesn't have a warm story to tell** about the hospital to her

Care givers

Since there are no value added services they **would look for a convenient option** by choosing a hospital which is close to their village.

No compelling reason to visit again

We are seeing the trend in India too....

- INR 490 Billion: Wellness Market
- INR 5783 Crores of Homeopathy Market by 2017

About a third of Americans seek help for their health in a place that is outside their doctor's office.

-CNN

Solution Intelligent Engagement of Patients

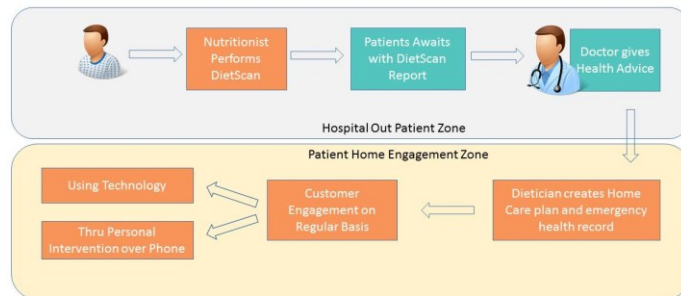
Opportunities

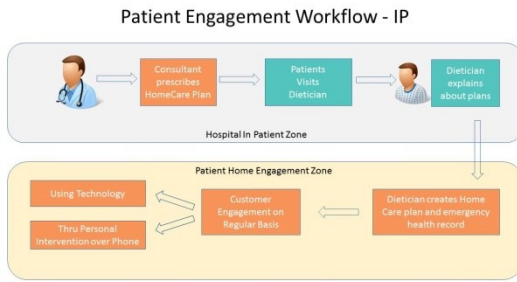
- Virtual Assistant
- Technology
- Home Care

- Nutrition
- Psycho-emotional support
- Education
- Habit formation
- Constant communication
- Periodical Checkup
- Trust Building
- Family Hospital

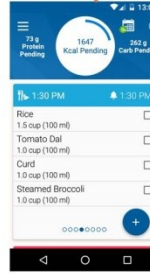
To improve is to change; to be perfect is to change often.
- Winston Churchill

Patient Engagement Workflow - OP





~~Diet plans to Intelligent Diet~~



New ways of connectivity



Intelligent Engagement– as a Marketing tool

- Inform about new services launched
- Give discounts to existing customers
- Share success stories
- Share new research / new developments in medicine
- Say Happy Birthday
- Say Happy Diwali
- Choose a message to All Diabetes / TKR / Stroke pts
- Choose a message to All male 35 to 45 in the city
- Brand perception
- Brand loyalty

Brand Ambassadors



Smart Diet: Summary

- Leverage existing resources (Dieticians)
- Make data more actionable
- Using technology to connect intelligently with patients
- New sources of Income
- No capital cost
- Improve customer loyalty
- Build an emotional bond with every patient (OP and IP)

The Next Big Thing in Health Care Customer Engagement

Thank You

suresh@nutrifi.in

9573 996755

Community Radio

Dr. Kanchan K. Malik

Community Radio and C4D

Dr. Kanchan K. Malik
Associate Professor, Department of Communication
Faculty Fellow, UNESCO Chair on Community Media
University of Hyderabad
kkmsn@uohyd.ernet.in

What is Community Radio?



- Community radio is not about doing something for the community but about the community doing something for itself, i.e. owning and controlling its own means of communication
- The historical philosophy of community radio is to use this medium as the voice of the voiceless, the mouthpiece of oppressed people (be it on caste, gender, or class grounds) and generally as a tool for development.

What is Community Radio?

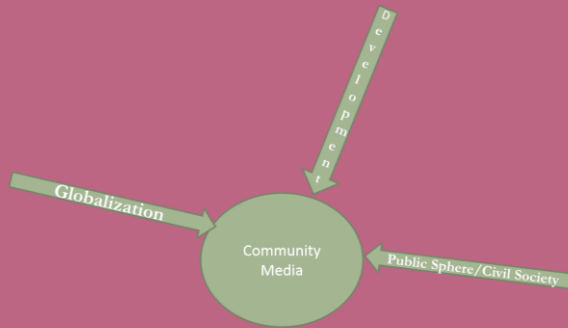


Why Radio?

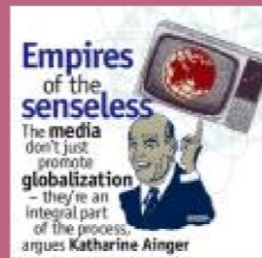
- Affordable medium in terms of production, management as well as for reception
- Can reach communities at the end of development road
- Reaches people who cannot read or write; appropriate for cultures dominated by orality
- Widespread ownership and familiarity with radios make it a people's medium.



Why Community Radio?



Why Community Radio?



- Media Globalisation: catering to commercial, political interests; infringing diversity of information
- The paradox of multiplication of media outlets and diminishing plurality of information...



- Affordable Access to Media: Ownership, access of message and medium
- Alternative media for diversity and to revive the development prowess of media.



- Hegemony over public debate and discourse & Cultural homogenization
- Alternative Media for Revitalizing Civil Society

The campaign for CR in India

- Feb.1995: Supreme Court judgment
- Sept. 1996: Bangalore Declaration
- July 2000: Pastapur Initiative
- Jan. 2003: Campus Radio Guidelines
- Nov 2006: Cabinet approval for NGOs to apply for community radio



CR Policy (India)

- Educational institutions and three-year old NGOs may apply
- 50-watt transmitters
- No news
- No content of a 'political' nature



...in, for, about and by the community



Sangham Radio

- Deccan Development Society in Medak district of A.P. Semi-literate, dalit women proficiently produce and manage community radio in their village



- Programmes are produced in the local dialect with information that benefits the community – organic agriculture, food security, gender justice, local culture

- First CR station to go on air – October 15, 2008
- A community-centred shareholder model, with 5000 women members of *sanghams* 'owning' it

Radio Bundelkhand



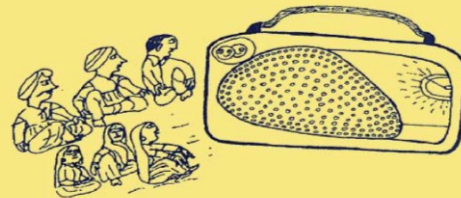
- Launched in Oct 2008 in Orchha, Tikamgarh dist., M.P.
- Development Alternatives – TARAgam, appropriate technology village

- Bundeli programmes on livelihoods, women and legal rights, agriculture, energy, culture & history of the region
- Infotainment for women, youth and marginalized
- *Bundeli Idol*



युस्सा कन करे सुख ओ पांघी
Listen carefully O traveller!

Source: Kutch Mahila Vilas Sangathan



“कख लोक ज़ु वाशी”
"The Voice of the People of Kutch"



1st Radio Program by KMVS

“KUNJAL PAANJE KUTCH JI” (Sarus Crane of our Kutch)

30-min weekly “radio soap”

Sarus Crane as storyteller/sutradhaar

“Kutch Kochhanto” (Kutch Speaks) interview module.

Set in a mythic village “Ujjas”

Source: Kutch Mahila Vilas Sangathan
 Courtesy: KMVS

Some more CR Stations

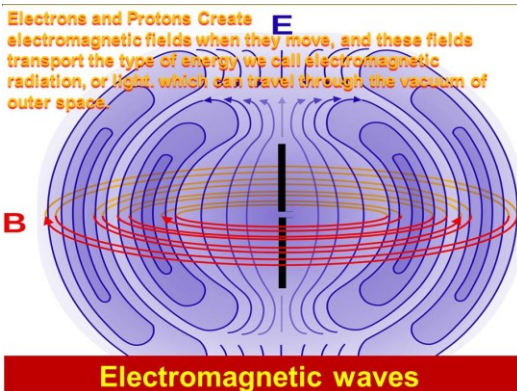
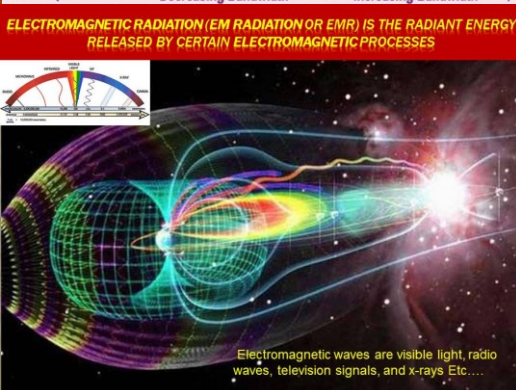
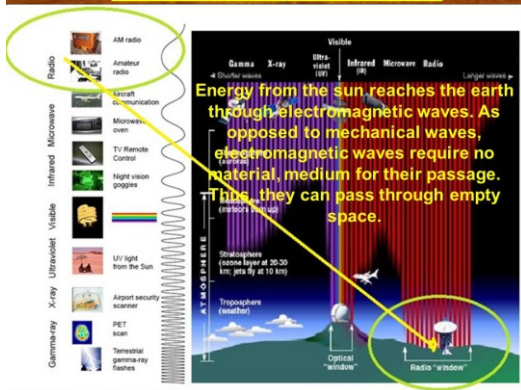
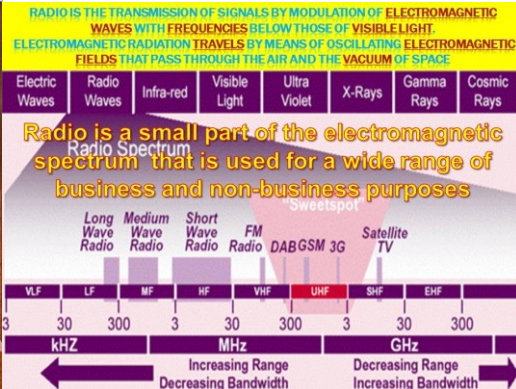
- Waqt Ki Awaz – Kanpur, UP
- PARD Vanoli – Madurai, TN
- Vikalp CR – Garhwa, Jharkhand
- Kalanjiam CR – Nagapattinam, TN
- Tashi Delek – Dharamshala, HP
- Hevalvaani – Chamba, Uttarakhand
- Lalit Lokvani – Lalitpur, UP
- Radio Dhadkan – Shivpuri, MP

Thank You

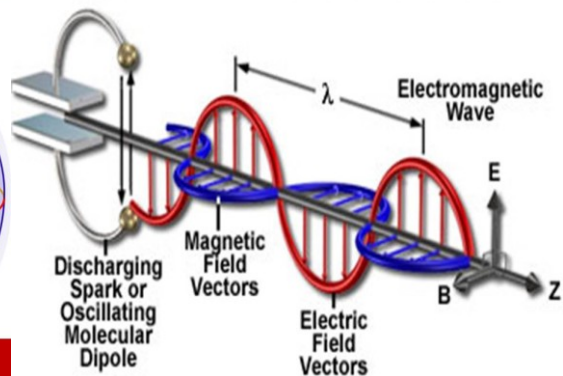
22-09-16

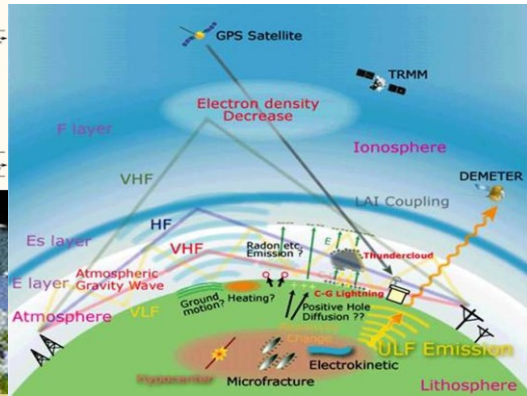
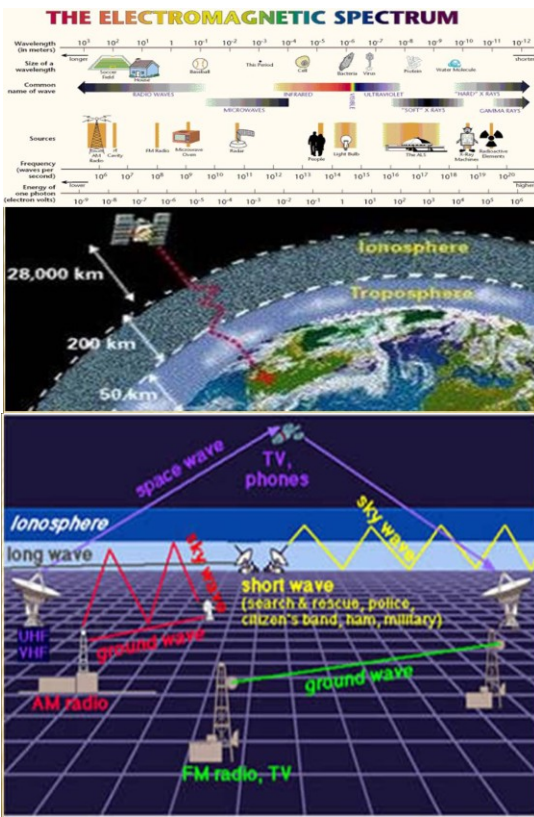
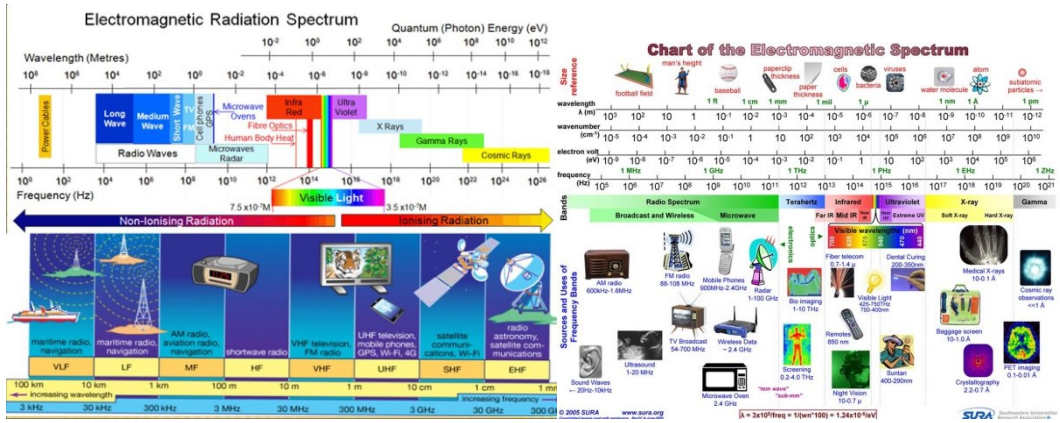
Online radio for development communication- establishment, management and future.

Sri.Chalapati Rao



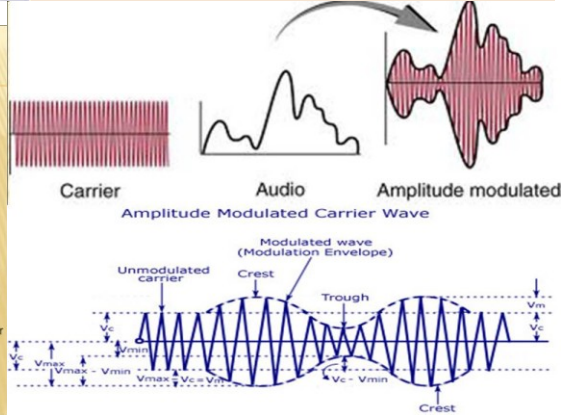
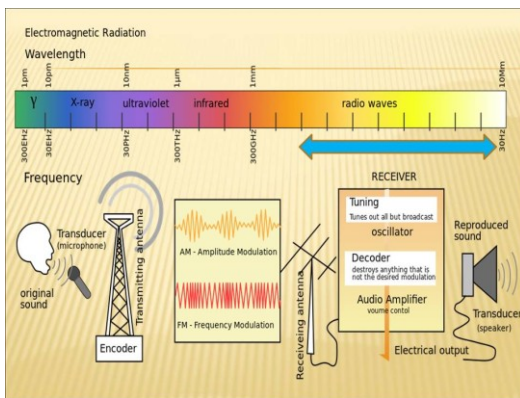
Propagation of an Electromagnetic Wave





MEDIUM WAVE: AROUND 100M IN WAVELENGTH

- Long Wave Band
 - 148.5 kHz to 283.5 kHz. This is not used in India.
- Medium Wave (MW) Band
 - MF - 300 to 3000 kHz
 - MF Band - 531 kHz to 1602 kHz
 - Channel spacing - 9 kHz
- Short Wave (SW) Band
 - HF - 3 to 30 MHz
 - International Band
 - 3900 to 4000 kHz (75 m)
 - 7100 to 7300 kHz (41 m)
 - 11650 to 12050 kHz (25 m)
 - 21450 to 21850 kHz (13 m)
 - Tropical Band
 - 2300 to 2490 kHz (120 m)

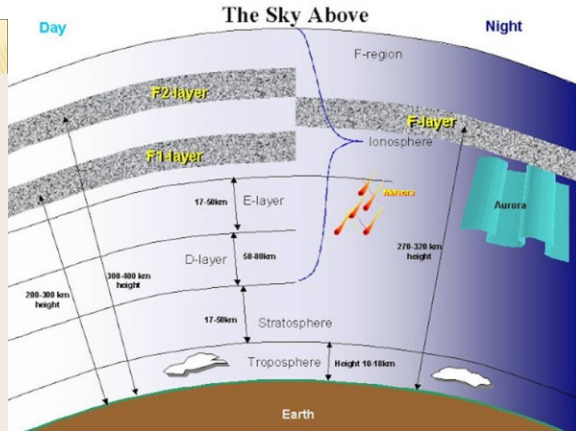


"VERY HIGH FREQUENCY" AND HAS WAVELENGTHS OF AROUND 2M.

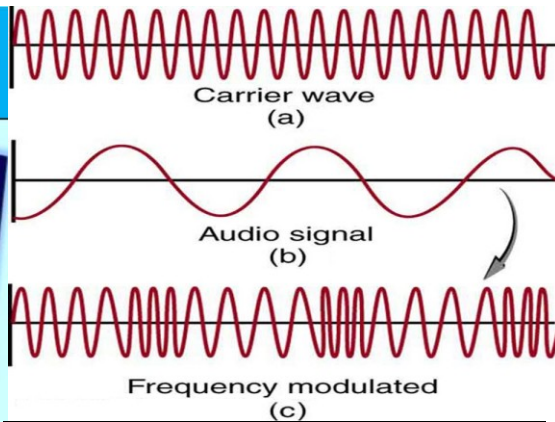
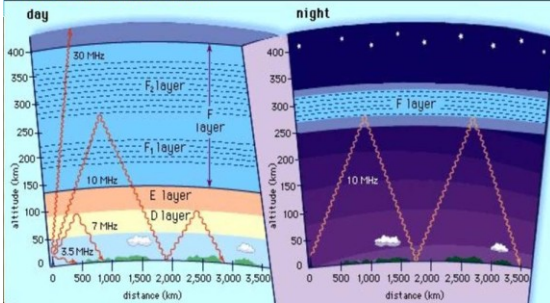
- ✦ VHF 30 to 300 MHz
- ✦ Band 1 40 to 68 MHz TV Channel #1 - Channel #4
Channel spacing - 7 MHz
- ✦ Band 2 88 to 108 MHz FM Sound Broadcasting
Channel spacing - 100 kHz
- ✦ Band 3 174 to 230 MHz TV Channel #5 - Channel #12
Channel spacing - 7 MHz

UHF

- ✦ 300 to 3000 MHz
- ✦ Band 4 470 to 606 MHz Channel #21 - Channel #37
Channel spacing - 8 MHz
- ✦ Band 5 606 to 798 MHz Channel #38 - Channel #61
Channel spacing - 8 MHz

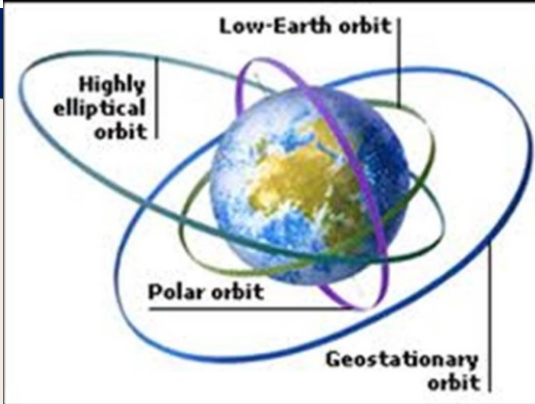


THE IONOSPHERE IS A REGION OF THE UPPER ATMOSPHERE WHERE THERE ARE LARGE CONCENTRATIONS OF FREE IONS AND ELECTRONS. WHILE THE IONS GIVE THE IONOSPHERE ITS NAME, BUT IT IS THE FREE ELECTRONS THAT AFFECT THE RADIO WAVES AND RADIO COMMUNICATIONS.



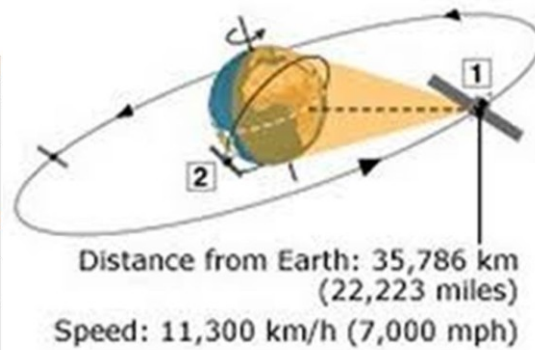
SUPER HIGH FREQUENCY (SHF) RADIO FREQUENCIES (RF) IN THE RANGE BETWEEN 3 GHz AND 30 GHz. CENTIMETRE BAND OR CENTIMETRE WAVE

- ✦ SHF 3 to 30 GHz
- ✦ S Band 2.5 to 2.7 GHz (DL)
- ✦ C Band 3.7 to 4.2 GHz (DL) 5.9 to 6.4 GHz (UL)
- ✦ Ex.C Band 4.5 to 4.85 GHz (DL) 6.725 to 7.025 GHz (UL)
- ✦ Ku band 10.7 to 11.7 GHz and 12.5 to 12.75 GHz (DL)
12.75 to 13.25 GHz and 13.75 to 14.50 GHz (UL)



आकाशवाणी हैदराबाद  ఆకాశవాణి హైదరాబాద్
ALL INDIA RADIO HYDERABAD
Broadcast * schedule

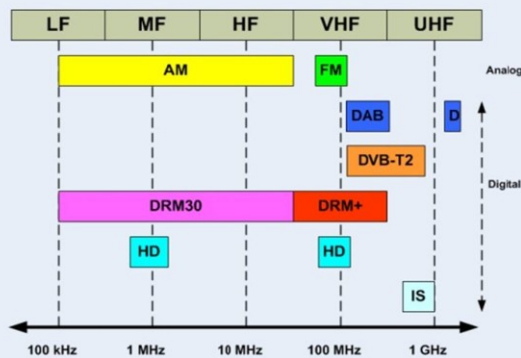
MW - MEDIUM WAVE Services				
Channel	Frequency	Meters	Time (24 Hours)	
Hyderabad-A	738 KHz	406.5	MON To SAT 05.50 To 15.00 17.00 To 23.15	Sunday 05.50 To 16.00 17.00 To 23.15
Hyderabad-B	1377 KHz	217.8	MON To SAT 06.30 To 09.45 13.00 To 15.00 17.30 To 23.00	Sunday 06.30 To 11.00 13.00 To 15.00 17.30 To 23.00
SW - SHORT WAVE Services				
Hyderabad-A	4800 KHz	62.5	17-00 To 07-45 MON To SAT	
	7420 KHz	40.42	07-55 To 15-00 SUN → 07-55 To 16-00	
E S D External Service Telugu (East And South East Asia Services)	9810 KHz	30.58	17-45 To 18-15	
	13695 KHz	21.90	(daily 30 Mints)	
	15770 KHz	19.02		



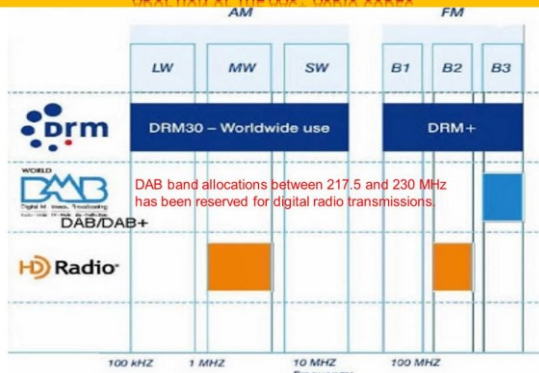
आकाशवाणी हैदराबाद  ఆకాశవాణి హైదరాబాద్
ALL INDIA RADIO HYDERABAD
Broadcast * schedule

AIR Telugu On DTH - DD Free Dish		
AIR Telugu DD Free Dish	1099 MHz	24 Hours AIR Telugu
DIRECT To HOME (DTH) Service (24 hours free-to-air Radio Channel)		<u>Setup Information</u> 60-90 cm dish + LNB Converter. Set-top Box(STB)-Its output to be connected to TV set Or Speakers
@@@		Set Top Box tuning information: Satellite- " GSAT 15 "(93.5°E). Down-link frequency-10990 MHz Polarization - Vertical Symbol rate - 29500 KBPS
{ Old Name DD Direct + }		

Frequency bands of different broadcast standards



DAB+ IS APPROXIMATELY TWICE AS EFFICIENT AS DAB DUE TO THE ADOPTION OF THE AAC+ AUDIO CODEC



POLARISATION OF WAVES
VERTICAL ,HORIZONTAL
CIRCULAR ,ELLIPTICAL

- ▶ Medium Wave
 - 63 dB μ V/m during day time
 - 71 dB μ V/m during night time in rural areas
 - 77 dB μ V/m during night time in urban areas
- ▶ Short Wave
 - The minimum usable field strength E_{min} is determined as the level which is higher by 34 dB than the noise floor

Ground Waves

Received signal strength $V = 120 \pi h_r h_t I / \pi d$

- 120π = Characteristic impedance of free space
- h_t = effective height of the transmitting antenna
- h_r = effective height of the receiving antenna
- I = Antenna current
- d = distance from the transmitting antenna

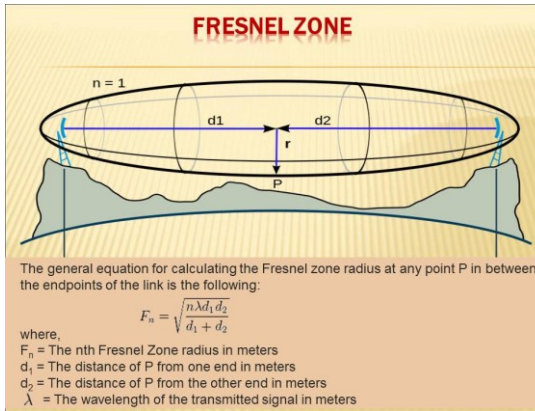
GROUND WAVE FIELD STRENGTH

$$E = \frac{300\sqrt{P}}{d} \times A$$

- Where
- P = radiated power in kW
 - d = distance to the transmitting antenna in meters
 - A = Attenuation function

SPACE (TROPOSPHERIC) WAVES

- LOS = $\sqrt{2a} (\sqrt{h_t} + \sqrt{h_r})$ m
- Where
- a = radius of earth = 6,370 km = 6.37×10^6 m.
 - h_t = Transmitting antenna height in metres.
 - h_r = Receiving antenna height in metres.



ERP & EIRP

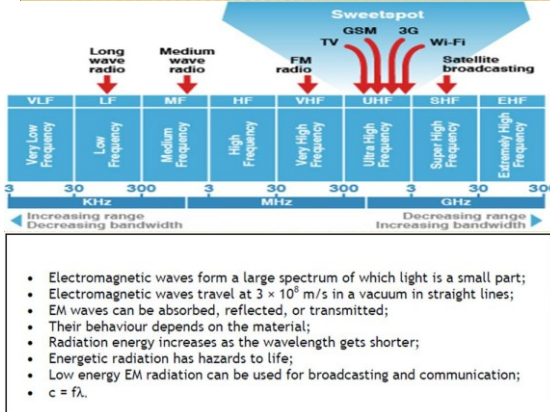
ERP is the product of intrinsic power of the transmitter and the gain of the transmitting antenna over a dipole
 ERP = Transmitter power in kW x antenna gain (in dB)
 = Transmitter power in dBm + antenna gain in dB (in dBm)

EIRP is similar to ERP, except that the gain is expressed relative to an isotropic antenna.
 Gain of a dipole = 1.64 times or 2.15 dB
 EIRP = ERP (dBW) + 2.15 dB (in dBW)
 or = 1.64 x ERP (in kW)

Field Strength

Received field strength in dB μ V/m = 134.8 + 10 log P – 20 log d – F dB μ V/m

P = EIRP in Watts
 d = distance of receiving point in dBw.
 F = Loss experienced in propagation.



CLASS	FREQUENCY	WAVELENGTH	ENERGY
γ	300 EHz	1 pm	1.24 MeV
HX	30 EHz	10 pm	12.4 keV
SX	3 EHz	100 pm	12.4 keV
EUV	300 PHz	1 nm	1.24 keV
EUV	30 PHz	10 nm	12.4 eV
NIR	3 PHz	100 nm	12.4 eV
MIR	300 THz	1 μ m	1.24 eV
FIR	30 THz	10 μ m	12.4 meV
EHF	3 THz	100 μ m	12.4 meV
EHF	300 GHz	1 mm	1.24 meV
SHF	30 GHz	1 cm	12.4 μ eV
UHF	3 GHz	1 dm	12.4 μ eV
VHF	300 MHz	1 m	1.24 μ eV
HF	30 MHz	1 dam	12.4 neV
MF	3 MHz	1 hm	12.4 neV
LF	300 kHz	1 km	1.24 neV
VLF	30 kHz	10 km	12.4 peV
VF	3 kHz	100 km	12.4 peV
ELF	300 Hz	1 Mm	1.24 peV
ELF	30 Hz	10 Mm	12.4 feV

Hazards of Electromagnetic Waves

We have seen that the shorter the wavelength, the more energetic the wave. This can produce hazards, and we must take precautions to prevent these hazards from causing us harm.

Wave	Wavelength	Hazard	Prevention
Long Wave Radio	1500 m	No hazard	
Medium Wave Radio	300 m	No hazard	
Short Wave Radio	25 m	No hazard	
FM Radio	3 m	No hazard	
UHF Radio	30 cm	No hazard	
Microwaves	3 cm	Heating of water in the body	Metal grid
Infra red	3 μ m	Heating effect	Reflective surface
Light	200 - 600 nm	No hazard	
Ultra violet	100 nm	Can cause cancer	Sun cream (or cover up)
X-ray	5 nm	Causes cell damage	Lead screens
Gamma rays	<0.01 nm	Causes cell damage	Thick lead screens or concrete



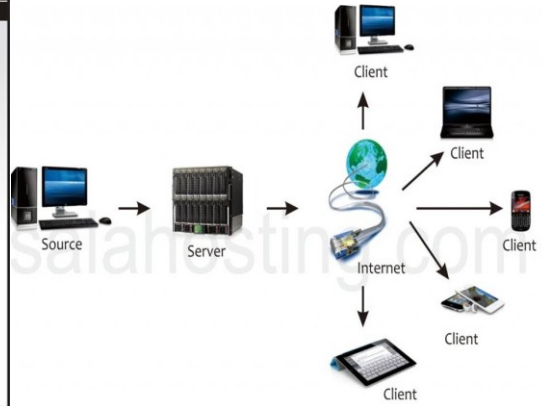
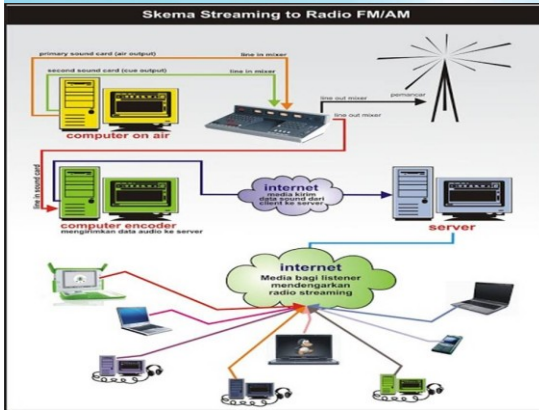
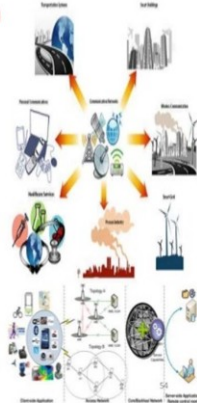
New media for development communication: Measuring tools and techniques

From 16th September to 6th October 2016

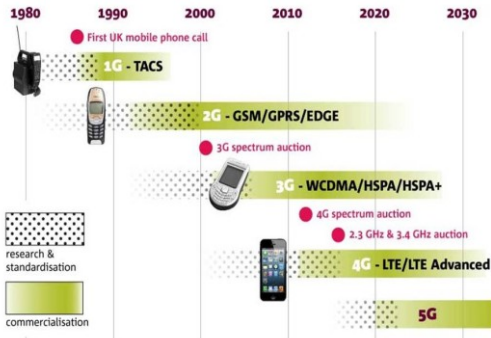


APPLICATION OF WIRELESS COMMUNICATION

- **Television Remote Control** – Modern televisions use wireless remote control. Currently radio waves are also used.
- **Wi-Fi** – This is a wireless local area network that establishes internet connection with the portable computers.
- **Security systems** – For homes and office buildings, hard wired implementation security systems are replaced by the Wireless technology.
- **Cellular Telephone** – Radio waves are used to facilitate the operator to make phone calls from any place on the earth. CDMA, GSM, and 3G are examples of the advancement made by wireless communication in the domain.



Evolution of mobile phone communications



The Leader in Streaming Audio

71,294 radio stations using our technology

Shoutcast offers 54,000-plus radio stations, and you can access them with the free Shoutcast Radio iOS app.

You can view what you're listening to, if the station provides this information.

Listeners: 720 / 1000
Bandwidth: 717.77 GB / 1 TB
Storage: 84.75 GB / 200 GB

Recently Played Tracks:

- One G - One AM, Sub 3.05.05 One G
- Fuckin' International Rescue
- NO SOUNDS - Jenga, AC, JH007
- Playin' With - Chip-Low Can't Live The Home Game

Locations:

Region: United Kingdom 31
Platform: Chrome 199
Devices: Home Entertainment 196

Farming in the 20th century was about bigger paddocks and ever bigger machinery, but a new generation of producers sees merit in keeping it small and smart. Modern robotics promises to transform our agricultural sector and address labour shortages, as **Antony Funnell** reports.

<http://www.abc.net.au/radionational/programs/futuretense/a-swarm-of-agbots/6968940>

ABC Radio National
Excerpt: A swarm of agbots

Hobbyist	Starter	Plus	Premium
\$9.95 / month	\$39.95 / month	\$64.95 / month	\$99.95 / month
1 Stream	2 Streams	3 Streams	3 Streams
Up to 64Kbps Stream Quality	Up to 128Kbps Stream Quality	Up to 192Kbps Stream Quality	Up to 192Kbps Stream Quality
10 Listeners	400 Listeners per stream	1000 Listeners per stream	Unlimited Listeners per stream
2 GB Storage	4GB Storage	30GB Storage	150 GB Storage
1 TB Bandwidth	7 TB Download	10 TB Bandwidth	40 TB Bandwidth
Ticket, Email, Forum Support	5,000 Podcast Episode Downloads	5,000 Podcast Episode Downloads	10,000 Podcast Episode Downloads
Low monthly payment	Live Chat, Ticket, Email, Forum Support	Live Chat, Ticket, Email, Forum Support	Live Chat, Ticket, Email, Forum Support

Popular Genres

Jazz Top 40 Blues Country Rock Easy Listening Classical 80s

Chillout Oldies Ambient Dance Trance Hip Hop Reggae Smooth Jazz 70s

House Lounge Metal Drum And Bass Meditation Pop Techno 00s Heavy Metal Soul Psytrance

90s Latin Funk Japanese Bollywood 50s Rap Hindi Rockabilly Gospel Minimal Alternative

Bluesgrass New Age Salsa Comedy Classic Rock EDM Mariachi Swing Disco Reggaeton Talk Dancehall CMT

Electronic Irish Soundtracks Celtic

Music from 42,070 radio stations
Tune in to thousands of internet radio stations live right now!

Featured Radio Stations

- Easy Hits Florida: 611 Listeners, 128 Kbps
- Smooth Jazz Florida: 307 Listeners, 128 Kbps
- Easy Hits Florida Plus HD: 289 Listeners, 192 Kbps
- Classic Rock Florida - SHE Radio: 270 Listeners, 128 Kbps
- Europe - Superstitious: 128 Kbps

Popular Radio Stations

- Chart-Hits.FM - Top 40 Radio - Mega Hot Music by Rautelius.FM: 130 Listeners, 192 Kbps
- PONtENDS.COM | RADIO | REAL YAAD VYBEZ: 280 Listeners, 128 Kbps
- Big Blue Swing.com-64Kbit: 248 Listeners, 64 Kbps
- Classic Country 1630: 133 Listeners, 96 Kbps

SOUNDCLOUD Charts Search for artists, bands, tracks, podcasts Sign in Create account Upload

This is All India Radio giving you

airnewsalerts

All India Radio News
New Delhi, India

Celebrating 80 memorable years of Public Service Broadcasting

All Tracks Albums Playlists Reposts

Follow Station

Followers: 8,222
Following: 0
Tracks: 10.2K

चर्चा का विषय है- 'वाकिस्मल प्रमोडित अंतकवाद के विनायक विषय समुदाय की रकजुटला' पर चर्चा 21-9-2016

All India Radio (AIR) is one of the world's largest Public Service Broadcasters. It's network of over 350 stations broadcasts programs in 150+ languages/dialects, reaching 99% of India's population. AIR's News Services Division (NSD)

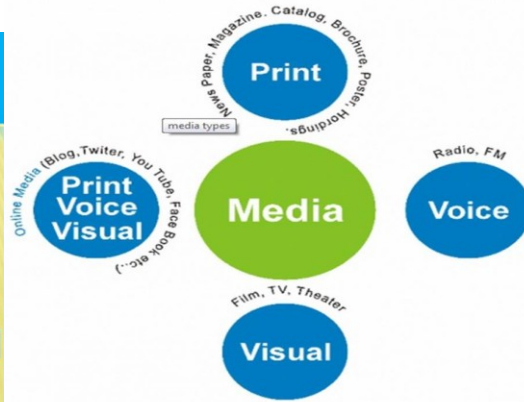
All India Radio

As India's National Broadcaster and also the premier Public Service Broadcaster, All India Radio (AIR) has been serving to inform, educate and entertain the masses since its inception, truly living up to its motto - 'Bhujang Hridaya - Bahujan Sukhaya'. One of the largest broadcasting organisations in the world in terms of the number of languages of broadcast, the spectrum of socio-economic and cultural diversity it serves, AIR's home service comprises 419 stations today located across the country, reaching nearly 92% of the country's area and 99.19 % of the total population. AIR originates programming in 23 languages and 146 dialects.

LISTEN LIVE

RAAGAM रागम्

Bangla বাংলা
Tamil தமிழ்
Telugu తెలుగు
Kannada ಕನ್ನಡ



Types of New Media	Primary Purpose	Material	Examples
Forums & Chat Rooms	Discussion on topics, interest group sharing of information	Forum, Discussion boards	Hardwarezone.com Forums
Email	Sending of electronic mail with file attachments	Web-Based and Non-Web-Based email platforms	Hotmail Gmail Yahoo Mail
Social Networking Sites	Peer Networking	Fan sites, Alumni networks, Personal news updates	Facebook LinkedIn
Content Aggregators	Hosting content for information and entertainment	Informative content, podcasts, videos, channels	YouTube Hulu
Virtual Reality	3D Experience, Alternate Space	Simulate environments, experiences	Second Life
Online Gaming	Alternate fantasy, entertainment, gaming	MMORPG (Massively multiplayer online role-playing games), multi-player online games	World of Warcraft StarCraft II
Blogs	Opinions, information, viewpoints	Helpdesk, viewpoints, opinions	MrBrown.com Xiaxue.com
Portals	Aggregating news, and communication tools	News studies, sponsored pages, ads	Asiaone.com Yahoo
Social News Sites	Peer-ranked news stories	News stories, popular blog content	Digg.com

BROADCASTING

Broadcasting is the act of transmitting audio and/or visual content through a communication medium, such as radio, television, or film. "seven mass media", in order of their introduction are:

1. Print (books, pamphlets, newspapers, magazines, etc.) from the late 15th century
2. Recordings (gramophone records, magnetic tapes, cassettes, cartridges, CDs, DVDs) from the late 19th century
3. Cinema from about 1900
4. Radio from about 1910
5. Television from about 1950 (India 1970)
6. Internet from about 1990
7. Mobile phones from about 2000

MIGRATING TO SOCIAL MEDIA

- Information is knowledge – and knowledge is power – and power in human hands can lead to very good (well used) and very bad (misused).
- Radio, television, newspaper, magazines and films play a vital role in spreading information, propagating, educating and enlightening, strengthening national integration, creating national identity etc ...
- Now we are moving to Social Media Era...

WhatsApp Extraordinary Growth in Users

First Four Years Growth after Launch
Monthly Active User Accounts of Selected Services that are 4+ Years Old, in Millions

Social media enables people to share information with friends and colleges using the Internet. Social Networking is the use of communities to engage with others: Facebook, MySpace, LinkedIn, Twitter. Social Networking sites often include social media tools to facilitate the interaction and conversation

WhatsApp 419MM
Facebook 145MM
Gmail 123MM
Twitter 54MM
Skype 52MM

SOCIAL NETWORKS

- According to the analysts at Hitwise, social networks in general are more popular than search engines in some parts of the world
- Facebook's overall web traffic pulled ahead of Google's for the first time in the U.S. in March of this year.
- Facebook dominates the current crop of social networks, accounting for the majority (55%) of all social site visits. When compared to the wider web, Google gets around 9.3% of all web traffic, while Facebook captures just over 7%

COMMUNICATION TIME LINE

Timeline of Communication tools

All the innovated communication tools in the BC era, where only the postal system, and the newspapers are still in use till our days

Communication tools during the 1900 years AD. Almost all of these tools are still used till today, with heavy enhancements to stay in the market, through convergence with later tools

The early days of computer, networking and internet

The era of Telecommunication



FACEBOOK



facebook

- Founded by Mark Zuckerberg while at Harvard
- Named for facebook used in some colleges to get acquainted
- Originally called thefacebook.com
- A hobby project became a Harvard, Stanford and Yale phenomenon within months, in high schools the following year, available to general internet public (13+) the following year
- Renamed Facebook in 2005



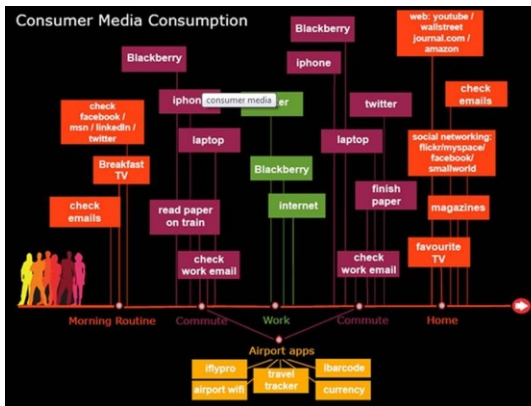
FEATURES

- The Wall, Messages INBOX (and threads), Pokes
- Groups, Events, Photos & Videos (with tagging)
- Posted items (text and URLs), Shared items
- Applications
- ✖ Why is social media so addictive?
A recent Harvard University study showed that disclosing personal information activates the same part of the brain that gives pleasure when a person enjoys good food, receiving money or having sex.

OWNERSHIP CONCERNS



- ✖ Facebook T&Cs say that they own everything we put there
 - + All content on the Site ... are the proprietary property of the Company.
- ✖ Copyright Policy is strict
 - + But don't put things up you intend to publish or otherwise claim copyright to!
 - + You acknowledge and agree that any questions, comments, suggestions, ideas, feedback or other information about the Site or the Service ("Submissions"), provided by you to Company are non-confidential and shall become the sole property of Company.




MYSPACE



- ✖ Created by Chris DeWolfe and Tom Anderson
- ✖ Began as SiteGeist, a community web site
- ✖ Initially catered to local actors, musicians and artists in Southern California
- ✖ Local bands (particularly Indie rock bands) created profiles and quickly became MySpace's primary marketing tool
- ✖ Eight months after its initial launch, MySpace experienced the "network effect," an exponential growth of people adding "friends"

Social Media takes TIME

YOUTUBE "BROADCAST YOURSELF"



- Founded by Chad Hurley, Steven Chen, and Jawed Karim
- First registered domain name, then developed site in a garage
- "Broadcast Yourself"
- Business model is based on traditional banner advertising, sponsorships, partnerships and promotions
- Generated early interest with a contest to win an iPod Nano

Listen	Promote	Participate	Publish	Build Community
No Engagement	Broadcast/Share	Low Engagement	Content Intensive	High Engagement
Google alerts socialmention+ ATTEN/ITY 360 SCOUTLABS radian6	digg twitter BizSugar helloxt Ping.fm ShareThis AddThis dlvr.it	facebook LinkedIn twitter hootsuite TweeDeck	Blogger WordPress TypePad flickr YouTube	facebook LinkedIn twitter NING
15 min/day	20 min/day	30 min/day	3-5 hrs/wk	5-10 hrs/wk

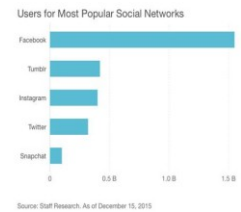
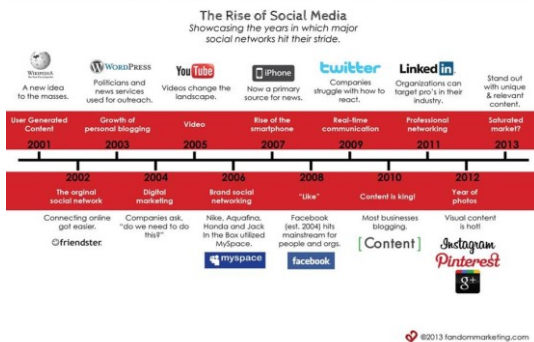


SOCIAL MEDIA NETWORK GROUP

Social Media Landscape



SOCIAL NETWORKING



IM Apps

350 million monthly ACTIVE users

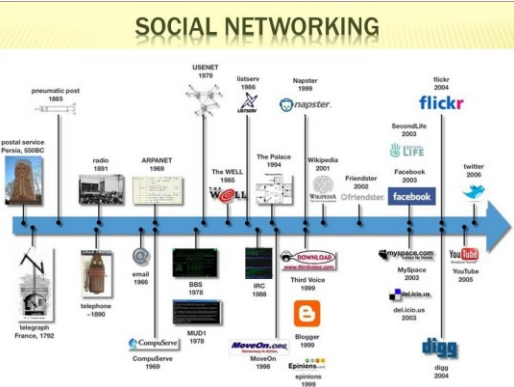
27 billion messages IN ONE day

WhatsApp vs Facebook

The Coolest Way to Communicate

What's New Get APP

JioChat



Media

Old

- Television
- Radio
- Newspapers

New

- Blogs
- Podcasts
- YouTube
- Comments

All of this is media. Old media is stuff that's been around for a while. New media is stuff that's new, new, new technologies, new distribution, new ideas.

Social media is a subset of new media and its defining feature with respect to increasing its link by itself, it is not necessarily interactive (especially if comments are off). A better measure with the social interaction is used.

In the end, though, it's all media, all communication.

WHAT IS TWITTER?

- Twitter is a free social networking and micro-blogging service that enables its users to send and read messages known as tweets.
- What is tweets?** Tweets are text based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as followers.
- FOUNDER OF TWITTER** Twitter Was Developed By Jack Dorsey On March 21st 2006.
- Reason Behind The Emergence of Twitter** In a meeting Jack Dorsey introduced the idea of an individual using an SMS service to communicate with a small group, a concept partly inspired by the SMS group messaging service TXTMOB.
- Twitter's good for:**
 - Linking up with a community of people who share your interests.
 - Live event reporting: finding out what people are talking away from conferences, debates, sporting events, etc., in real time
 - Getting started on Twitter → Hop on over to twitter.com

FACEBOOK PROS

Facebook Pros

- Application mashup; find people, make connections, email, instant messaging, image/video sharing, etc.
- Most people can quickly grasp the value of connecting with friends, family and established contacts, some people report they use Facebook instead of email and IM
- More emphasis on deep connections with others vs. who has the most connections
- "True Friends" feature increases your transparency to selected connections; almost like having private and public profiles
- Huge, rapidly growing installed user base
- Inherent stickiness, third party applications, "gift giving" and personal data collection make Facebook a powerful advertising platform

Facebook Cons

- More difficult to navigate and update
- Requires investment of time to realize sustained benefit
- Opt in model requires a user to allow others to connect
- Less immediate responses; unless you stay logged on continually
- Overhead of mashup and "thick" applications could limit scalability, bloat cost structure
- The Future of Social Networking

TWITTER PROS

Twitter Pros

- Easy to navigate and update, link to and promote anything
- Reach far beyond your inner circle of friends
- One feed pools all users; anyone can follow anyone else unless blocked
- Pure communication tool, rapid responsiveness
- You don't have to be logged in to get updates; you can just use an RSS reader
- Very interactive, extensible messaging platform with open APIs
- Many other applications being developed (Twitterific, Summize, Twirl, etc.)
- Potential SMS text messaging revenue from wireless networks (although Twitter states they are not currently getting any out)
- Potential future advertising and/or enterprise subscription-based revenue streams
- With its "thin" overhead, Twitter is probably more scalable than Facebook, giving it a cost advantage

Twitter Cons

- Limited functionality; find people, send brief messages, direct replies
- Limited to 140 characters per update
- Not all people find it immediately useful
- Over-emphasis on follower counts
- Easily abused for spam and increasing the noise level
- Relatively smaller installed user base
- As yet no readily apparent monetization strategy

ALL INDIA RADIO (AIR) NEWS IS ALSO AVAILABLE ON SOUNDCLOUD & IOS ANDROID PLAY STORE - -

- * All India Radio (AIR) News Is Now Available On Soundcloud & Android Play Store - :
- * >>><https://soundcloud.com/allindiaradionews>
- * One can follow AIR news on Facebook, Twitter, Sound Cloud and LinkedIn at:
 - facebook.com/airnewsalerts
 - twitter.com/airnewsalerts
 - soundcloud.com/allindiaradionews
 - linkedin.com/company/all-india-radio

PODCAST:

Podcast:

- A podcast is a series of digital-media files which are distributed over the Internet using syndication feeds for playback on portable media players and computers.
- The term podcast, like broadcast, can refer either to the series of content itself or to the method by which it is syndicated; the latter is also called podcasting. The host or author of a podcast is often called a podcaster.

CAN'T STOP TWEETING, POSTING AND POKING?
PERHAPS WE'RE A SOCIAL MEDIA ADDICT.

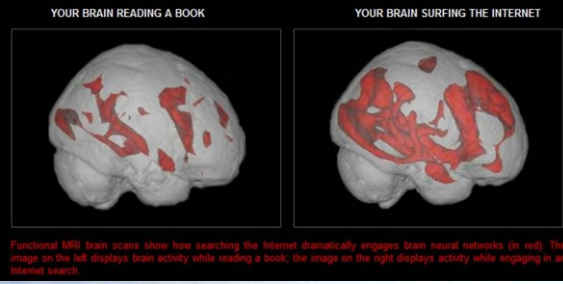
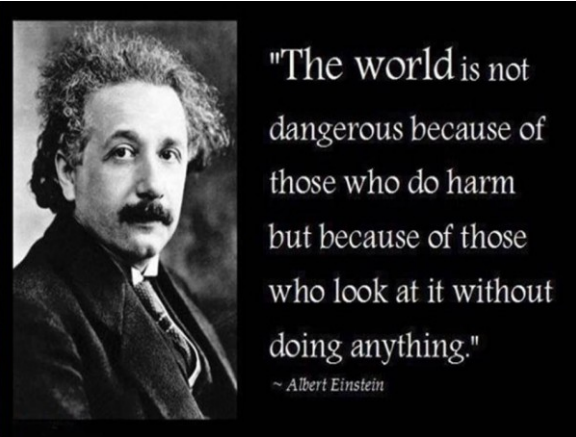


PRIME MINISTER **NARENDRA MODI** HAS OVER 3.03 CRORE LIKES ON HIS FACEBOOK PAGE AND MORE THAN TWENTY TWO MILLION FOLLOWERS ON TWITTER. MODI WANTS SENIOR GOVERNMENT FUNCTIONARIES TO BE AWARE OF THE NITTY - GRITTY OF SOCIAL MEDIA.



MODERATE INTERNET USE MAY ENHANCE BRAIN FUNCTION:

The Internet frequently use their brains more than those who just read a book as seen in the figure below.

Key Performance Indicators of Web Portals

David Raju

Key Performance Indicators of Web Portals

David Raju
Director, RaiseClick



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Key Performance Indicators (KPI's):

KPI: Key Performance Indicators (KPI) are financial and non-financial metrics used to help an organization define and measure progress toward organizational goals.



Goals: Goals are specific strategies you'll leverage to accomplish your business objectives.

Business Objectives: This is the answer to the question: "Why does your website exist? Or What are you hoping to accomplish for your business by being on the web?"

Metric: A metric is a number. Technical Count or a Ratio

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2

Is KPI's Constant to All Website's?



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3

Why KPI's not Constant?

E-Commerce: Websites where customers buy online.
Example: Flipkart.com, amazon.com,



Lead Generation: To generate visitor details by asking to submit details.
Example: policybazaar.com, justdial.com

Content/Media/Blog: The goal is to make money by get visitors to keep coming back
Example: hindu.com, businessindider.com, sakshi.com

Other Websites: Mostly non revenue generating personal blogs. Example: www.hecm.in

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4

KPI's for Different Websites

E-Commerce	Lead Generation	Content/Media/Blog	Other Websites
Average selling price (ASP)	Cost per lead (CPL)	Depth of visit	Depth of visit
Visit Value	Conversion rate	Visits/visitor	Visits/visitor
Conversion rates	Bounce Rate	Subscriber Rate	Repeat visitor percentage
Cart Abandonment Rate	Traffic concentration	Avg. Ad income per Page	Bounce Rate
Products per Order	Lead form Abandonment rate	Avg. Ad income per visitor	

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Other Websites: www,hecm.in KPI's

Depth of visit: Ratio of Total page views / Total Visits

Visits/visitor: Ratio of Total Visits / unique Visitors

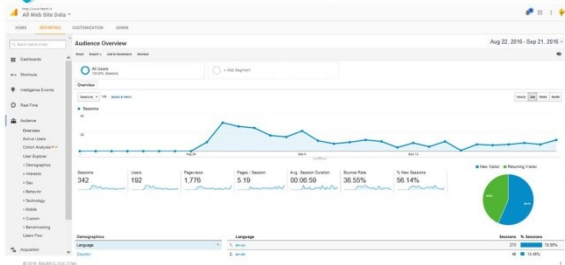
Repeat visitor percentage: Ratio of Repeat visitors / Unique visitors

Bounce Rate: Rate of single access page visits / Total visits

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6

Original Google Analytics Dashboard



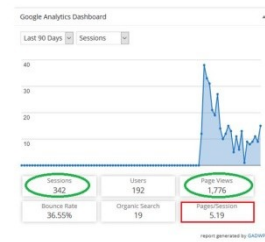
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Depth of visit: www,hecm.in

Depth of visit: Ratio of Total page views / Total Visits

Depth of visit: 1776/342 = 5.19 pages

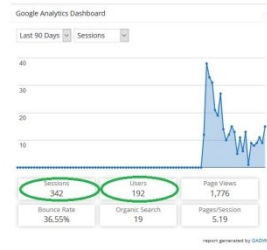


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Visits / visitor: www,hecm.in

Visits/visitor: Ratio of Total Visits / unique Visitors

Visits/visitor: 342 / 192 = 1.78 visits



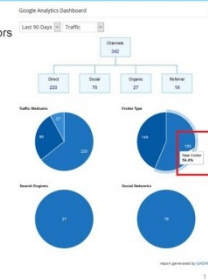
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Repeat visitor percentage: www,hecm.in

Repeat visitor percentage: Ratio of Repeat visitors / Unique visitors

Repeat visitor percentage: (149 / 193) x 100 = 77.2%

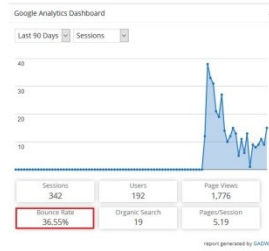


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Bounce Rate : www,hecm.in

Bounce Rate: Rate of single access page visits / Total visits



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1

Ecommerce KPI's

Average selling price (ASP): Revenue / Orders

Visit Value: Revenue / Visits

Conversion rates: Percentage of Orders/ Visits

Cart Abandonment Rate: Percentage of Cart Entries/ Final Payments

Products per Order: Total Products ordered / Total Orders

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Lead Generation KPI's

Cost per lead (CPL): Total Cost / Total Leads

Conversion rate: Rate of No. of Leads/ Number of visitors

Bounce Rate: Rate of single access page visits / Total visits

Traffic concentration : Ratio of visits on a page / Total visits.

Lead form Abandonment rate : Ratio of Lead Page Entries / Total Leads

Content / Media / Blog KPI's

Depth of visit: Ratio of Total page views / Total Visits

Visits/visitor: Ratio of Total Visits / unique Visitors

Subscriber Rate: Rate of Subscriptions / Total no. of Visitors

Avg. Ad income per Page: Total Revenue / No. of Pages

Avg. Ad income per visitor: Total Revenue / Total Visits

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THANK YOU!

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1



Contact For further help:
David Raju
david@RaiseClick.com
9948667700

R@ISECLICK
Raised Standards. Delivered Results.

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1

New media for development communication: Measuring tools and techniques

Vinith

New media for development communication: Measuring tools and techniques

Developing Blog

Developing Blog with WordPress

- **Easy to use:**
Add or edit - Posts and pages
You can maintain your site, yourself, without a developer and designer
- **Upload or embed media (Images, Audio & Videos):**
Drag-and-drop images into posts and pages.
- **Built-in Comments:**
Visitors to your site can leave comments on individual entries.

Installing WordPress

- **Requirements (Provided by Hosting Service):**
PHP version 5.6 or greater
MySQL version 5.6 or greater
Domain Name or Subdomain
- **Installing in Subdomain**

Developing Blog with WordPress

- **WordPress started in 2003**
- **Largest self-hosted blogging tool in the world**
 - Host in your own domain
 - Host in subdomain
- **Open Source tool**
- **Completely customizable**
- **Easy Installation**

Developing Blog with WordPress

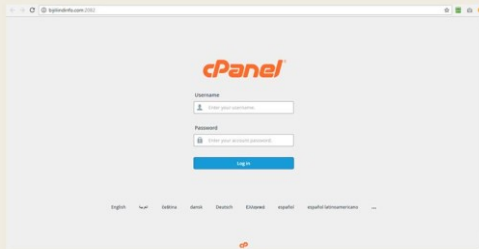
- **Search engine optimized:**
Make it easy for new fans to find you with built-in SEO.
- **Built-in social sharing:**
Send post updates to Twitter & Facebook and more, and add social tools to your posts and pages to help readers share their favorites.
- **In-depth stats:**
where they're from, what they read, when they visit - with rich, easy-to-read stats.
Access Google Analytics.

Steps to install Wordpress

- **Sub domain name: amala.bijiliindinfo.com**
- **Create Database in Control Panel**
- **Upload Files into File manager (Online Server)**
- **Run installation in Browser**
- **Configure Database connections in installation**
- **Create Username and Passwords for admin**

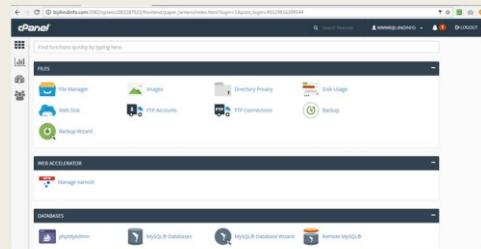
Installation screens

1. Control Panel Login Screen



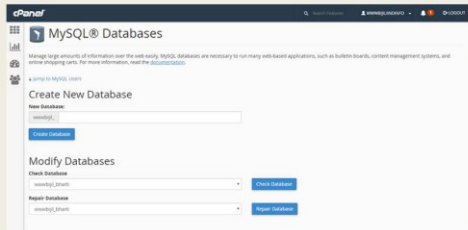
Installation screens

2. Control Panel Dashboard



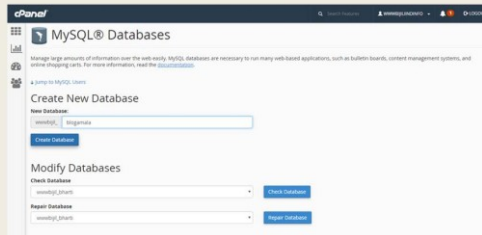
Installation screens

3. Creating MySQL Database



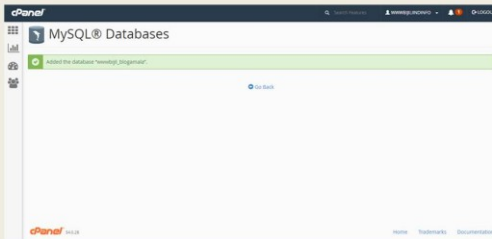
Installation screens

3. Creating MySQL Database



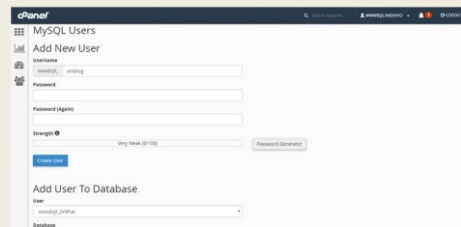
Installation screens

3. Creating MySQL Database



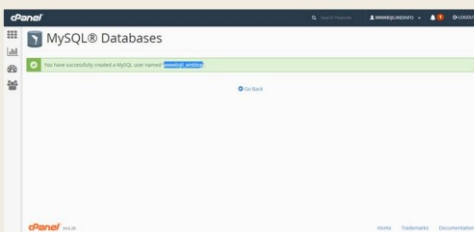
Installation screens

4. Creating MySQL User



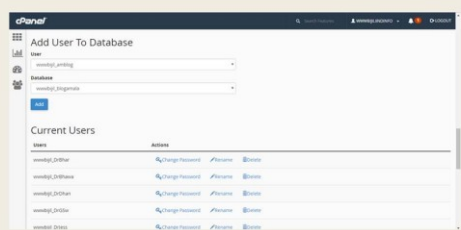
Installation screens

4. Creating MySQL User



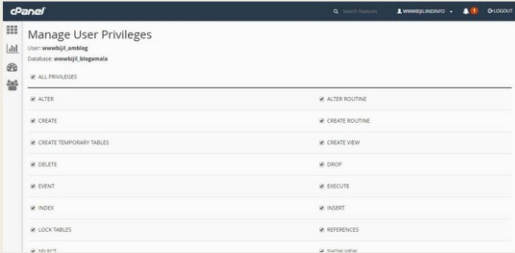
Installation screens

5. Add User to Database



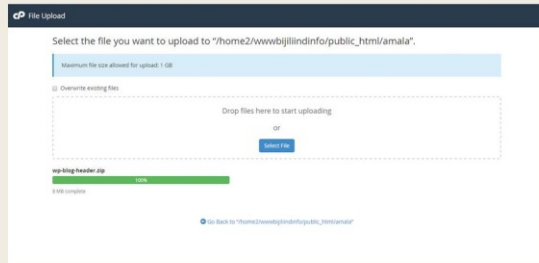
Installation screens

5. Add User to Database



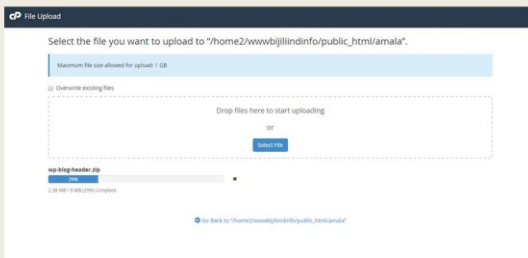
Installation screens

6. Uploading Files(WordsPress) into File manager



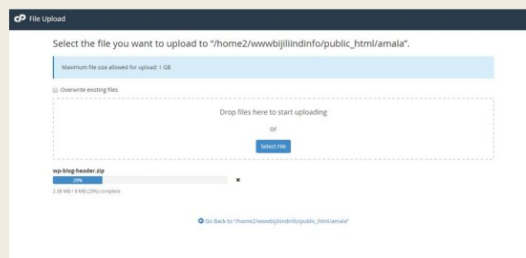
Installation screens

6. Uploading Files(WordsPress) into File manager



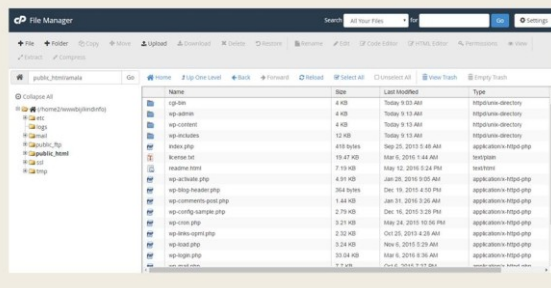
Installation screens

6. Uploading Files(WordsPress) into File manager



Installation screens

6. Uploading Files(WordsPress) into File manager



24-09-16

Information dissemination through mobile service- Experiences of IFFCO Kisan

Ms. G. Sunitha Rani

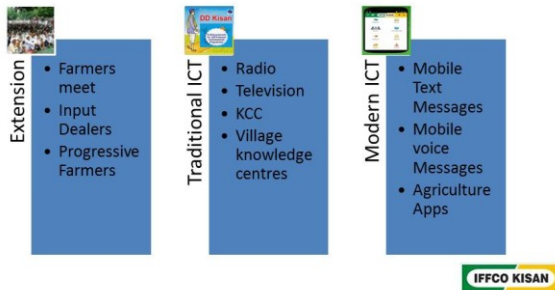
Information dissemination through mobile service- Experiences of IFFCO Kisan

Sunitha,
Content Manager,
IFFCO Kisan

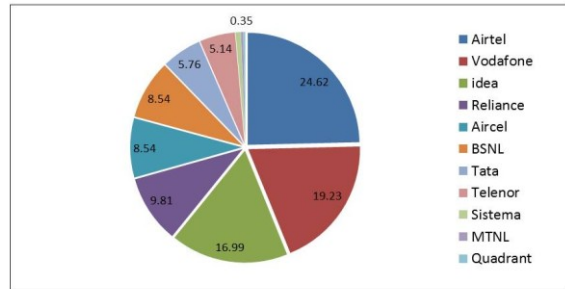
Training programme on New media for
development communication: Measuring tools and techniques
16th Sep'16 - 6th Oct'16

- What is IFFCO Kisan ?
- What & How do 'WE' Do?
- Any impact of this Service?

Trend of Transfer of Technology



Market Share of Service Providers (31st May 2016)



Telecom Subscribers in India (wireless)

• Total	1033.16 million
• Urban	584.25 "
• Rural	448.90 "
• Urban Tele density	147.12%
• Rural Tele density	51.27%
Broadband subscribers	142.60 million

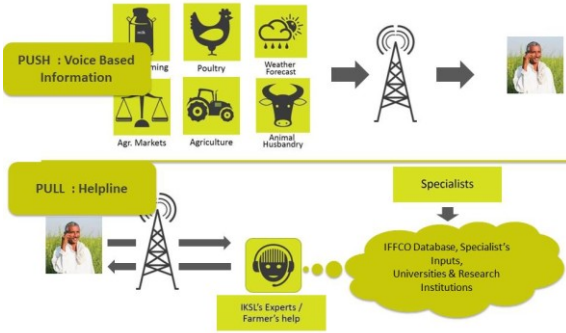
Source: www.trai.gov.in (Press release No. 74/29th July, 2016)

Key features of Green SIM

- Natural Resource Management
- Crop Production/ Protection
- Horticulture/Vegetable Crops
- Market Rates
- Weather forecast and Weather based agri-advisories information
- Post Harvest and Processing
- Animal Husbandry / Fisheries
- Government Schemes
- General Awareness on Environment
- Human Health

(Farmers have varying need for information, decide you content of information for dissemination)

Architecture & Service Construct



Content Dissemination

- Text or Voice message
- Size of message - Voice message duration
- Frequency (Number per day)
- Time of delivery
- Relevant Information
- Authentic / Reliable Source of Content
- Measurability of response & monitoring

Message Mix for every day is determined, if multiple advisories are being given

Preparation of Content

- Feedback & Queries on Helpline
- Need assessment by experts
- Procurement of content from different dept. like Agriculture Uni. Veterinary Uni. Etc.
- IMD, Agrisnet and Rythu Bazar
- Disseminate content based on Agro-climatic zone



Sample Voice Messages

- General Awareness 
- Market Prices 
- Agriculture 
- Farmers Voice 

IFFCO KISAN

IFFCO KISAN

Focussed Communities

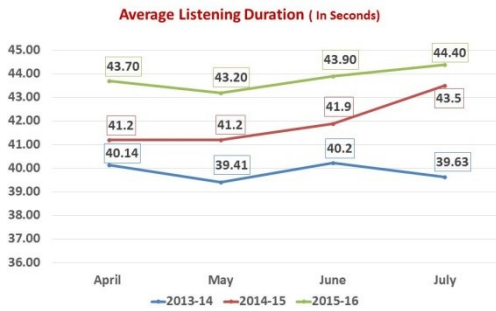
- To further improve the effectiveness of its services, IKSL promotes Focused Communities with common interest.
- All information services are tailored for the group
- ICRISAT, Spice Board, Coconut board, Andhra Bank, AP Fisheries etc.
- State Agriculture Universities, Dept. of Agriculture, IMD, CABI, MSSRF

Impact of Voice messages

- Free of Cost
- Local language
- Feed back / Interview
- Increase in no. of subscribers
- Increase in economic income
- Bridged the gap between extension workers and farmers

IFFCO KISAN

IFFCO KISAN



"It is a Great Idea .. Do it Across the World, Great Work .. Keep It Up"
Barak Obama,
President, U.S.A
Nov 7, 2010; Mumbai



Independent Survey Results

Satisfaction with service

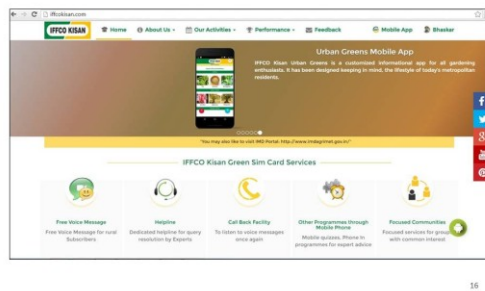
Level of satisfaction with Voice Message Service

	Satisfied	Somewhat satisfied	Somewhat dissatisfied	Dissatisfied
Audio quality	93.3	5.4	0.6	0.7
Simplicity of language	89.0	9.0	0.6	0.8
Content	86.3	12.3	0.8	0.5

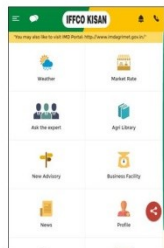
Level of satisfaction with Helpline Service features

	Satisfied	Somewhat satisfied	Somewhat dissatisfied	Dissatisfied
Audio quality	89.3	6.3	1.1	3.3
Simplicity of language	86.2	9.2	1.1	2.5
Adequacy of Content	84.0	10.7	1.7	3.6

Snapshot of IFFCO Kisan Portal



IFFCO Kisan Mobile App



Mobile applications

Mobile app	Rating	Owner
Kisan Suvidha	4.3	Ministry of Agriculture and Farmers Welfare, Government of India
IFFCO Kisan	4.2	IFFCO Kisan Sanchar Limited
Kisan Yojana	4.1	ANN Media
Pusa Krishi	3.9	IARI, New Delhi
Shetkari Masik	4.3	Deptt. Of Agriculture, Maharashtra

Source: Google Play store (Date: August 5, 2016)

Conclusion

- Service strengthen the linkages
- Two-way communication between the Agriculture experts and the farmer
- To improve the yields and income

Interested in Listening Voice Messages?



Call 7702222367 or 534351

Why don't you download our "IFFCOKISAN" app?



Technical issues in SMS

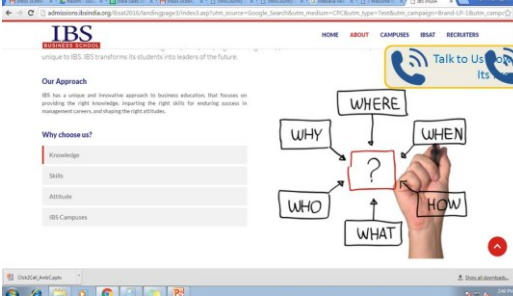
Sri. M. Satyanarayan Bhuti

Click2Call




www.smscountry.com

Illustration



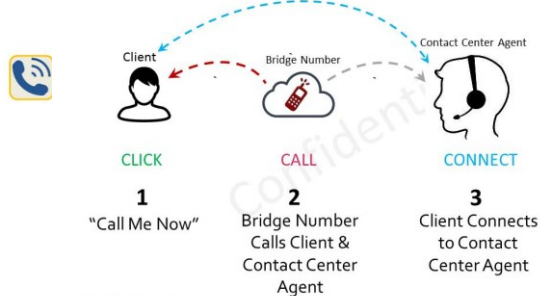
www.smscountry.com

Illustration



www.smscountry.com

How it Works



www.smscountry.com

Benefits

- Zero Cost to Customer
- 2X times cheaper than Toll Free
- No wait time – Efficient Customer Interaction
- Increased Customer Engagement
- Increased Inbound Leads
- Higher Sales Conversion
- Track Sales Leads

www.smscountry.com

Key Features

- Metrics to Understand Customer Behaviour – Site Visitors/Callers Ratio
- Call Recording & Monitoring
- Approximate Wait Time Displayed

www.smscountry.com



POWERING BUSINESS COMMUNICATION since 2003

Proprietary & Confidential

www.smscountry.com

Awards & Recognition

- | | |
|--|--------------------------|
| <p>2007 ● Top 10 Innovative Companies</p> <p>2008 ● Best Website ISP/Telecom Category</p> <p>2008 ● 25th Rank</p> <p>2008 ● 208th Rank</p> <p>2010 ● 13th Rank</p> <p>2010 ● 112th Rank</p> <p>2011 ● EXCEL & OUTLOOK Plugins</p> |

 |
|--|--------------------------|

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SMS Features

 Custom Sender ID Send SMS with customized Sender ID	 Email 2 SMS Send automated SMS from your email	 Delivery Reports Monitor & measure your campaign's effectiveness
 Long Code Automates customer communication with your business	 Short Code Easy for your customers to remember	 Key Word Track your customer's interaction with your business

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About SMSCountry



- Established **2003**
- Top 5** Enterprise Communication Companies India & GCC
- 7** Offices inc. **Hyderabad, India**^{HQ}
 - Dubai, UAE
 - Doha, Qatar
 - New Jersey, USA
 - Muscat, Oman
 - Manama, Bahrain
 - Hong Kong
- Total Team **120+** | Technology Team **50+**

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SMS Products



 Group Messaging Broadcast generic or customized messages in bulk	 Transactional SMS Trigger SMS for any business transaction	 Promotional SMS Cost-effective way to promote your brand
 Two way SMS Track response using key-word or dedicated number	 SMS API Integrate SMS seamlessly into business work-flows	 EXCEL Plug-in Directly broadcast SMS using excel sheets

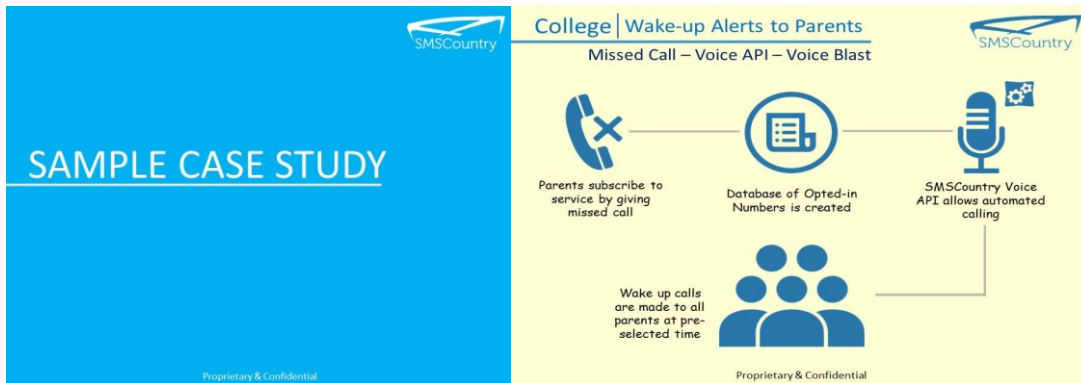
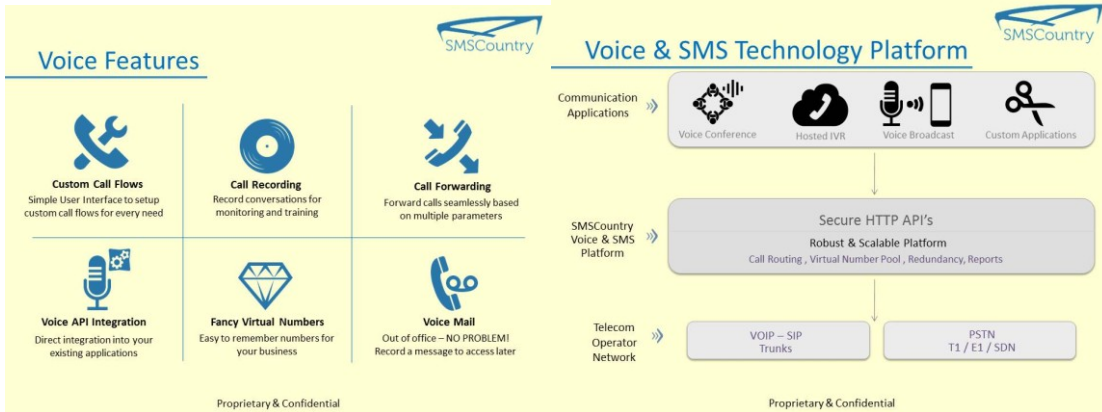
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Voice Products



 Voice Blast Broadcast voice clips in bulk	 Outbound-IVR Collect feedback using Interactive Voice Response	 Call Center-IVR Automate your business communication using IVR
 Missed Call Numbers Generate leads, sign-up users & run polls	 Audio Conference Bridge number calls everyone. No PINs necessary	 Toll-free Numbers Your customers can contact you for free

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Some of our Clients

ETIHAD	ZURICH	TATA CAPITAL	METROPOLIS
Coromandel	Manipal Hospitals	Coromandel	GVK EMRI
Balrampur Chini Mills Ltd.	BEAM	natulals	STEE
Apollo Pharmacy	uo Mu Sigma	Joyalukkas	USHA
ORIENT CEMENT	LODHA PRIMERO	THE ESSENTIAL BANK LTD.	Pernod Ricard

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Automated **SMS & Voice** Applications
For **SCHOOLS**

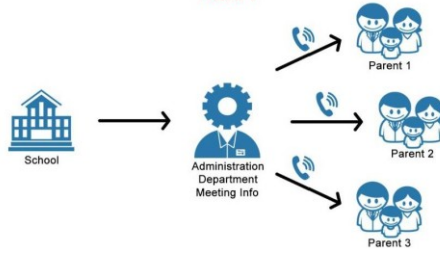
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Parent-Teacher Meeting Confirmation

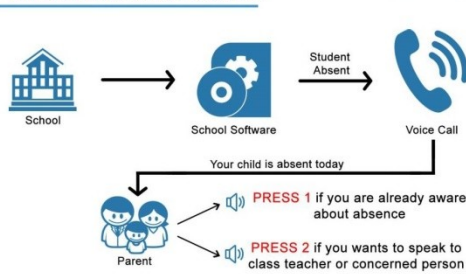


Dear parent, this is to inform you that parent meeting held on xx-03-2016, to confirm your presence
PRESS 1



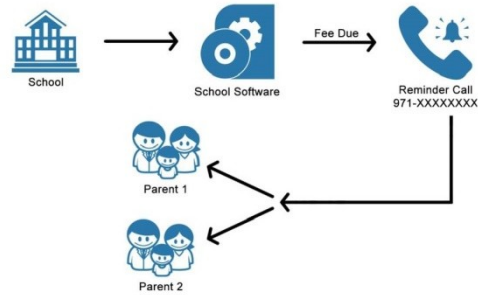
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Children Absent Information



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School Fee Due Notification



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Attendance & Grades Info

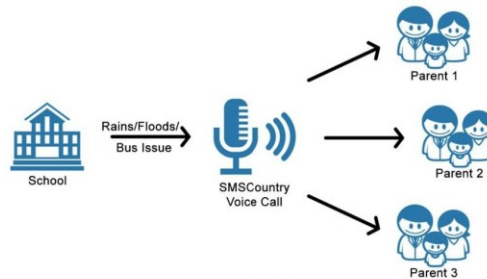


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Emergency Notification System

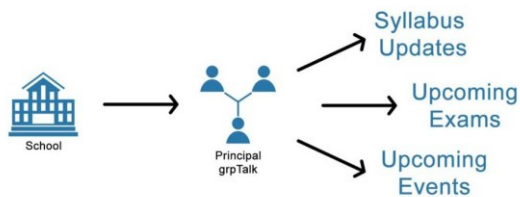


To Confirm **PRESS 1**, to listen again **PRESS 2**, to speak to administration **PRESS 3**



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Teacher-Management Tele-Conference




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SMSCountry


"Talk to your Teams in One-Click"

How grpTalk works?



1


You and your group will receive a call from grpTalk Number




2

Simply answer the phone and start talking to your group


IN JUST 2 SIMPLE STEPS
- GROUP CALLING ON YOUR MOBILE




History



Schedule



Live-Call




Reports


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SMSCountry

grpTalk Features



See who you're talking to



Dial-Out Conference




No PINs Required



Control Calls



Plan your Calls



Record every Call



SMS Alerts



Crystal Clear Call Quality

Proprietary & Confidential

27-09-16

Application of new media for Nutrition Promotion

Dr. SubbaRao

Application of new media for Nutrition Promotion



Dr. SubbaRao M Gavaravarapu, PhD
Scientist 'E' – Deputy Director
Extension & Training Division
National Institute of Nutrition

INDIA - Nutrition



Contributing to GLOBESITY?



- 7th largest country in the world
- Over 1.2 billion population
- About 20% of world population
- Second most populous

- ~ 1/3rd world's undernourished
- < 214 million undernourished
- At least 10% are overweight and obese
- 5-15% children and adolescents are overweight and obese!!

Communication for Nutrition Promotion

Not a 'Sufficient Condition' but
a 'NECESSARY' Condition

- It is often persuasive
- Fruitful only when transactional
- Response dependent

Prerequisites

- Motivate the receiver to actively attend to messages and perceive and interpret their content
- Include transactional solicitation - FEEDBACK
- Activate elaboration of message to encourage individuals to move through the process of attitude and behavior change

Why devise nutrition messages?

- | | |
|----------------------|-----------------------------|
| ↳ Awareness | ↳ It's our job |
| ↳ Reinforcement | ↳ Because people don't know |
| ↳ Empowering people | ↳ To meet the target |
| ↳ Help them practice | ↳ Reach out to many people |
| ↳ Behavioural Change | ↳ To help them memorize |



Drawbacks of nutrition messages

- ✦ They don't interest many
- ✦ Make life very complicated
- ✦ Always talk about change in behaviour (unlike other topics)
- ✦ The audience may feel it is not his/her cup of tea
 - ↳ All are not decision makers
 - ↳ Limited powers and scope to change
 - ↳ Economies and infrastructure

Stages in behaviour adoption



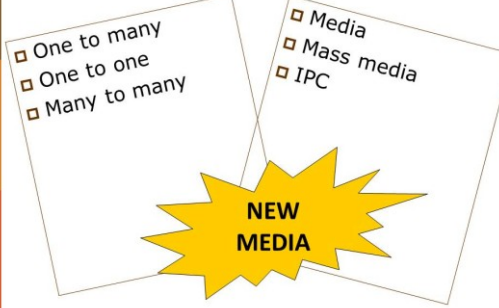
Before Nutrition communication

- Know your audience
- Know the sender / source
- Choose media and channel(s) carefully
- Prepare proto-types and pre-test
- Feedback
- Look at the message from the perspective of receiver
- Remember the nature of communication

Also remember

- Span of attention
 - Frame of reference
 - Selective retention
 - Selective understanding
 - Selective memory
- Multiple uses of innovation**
- Don't just be happy with numbers
 - Get back to the audience in short intervals

Nutrition Communication



New Media

- Computer mediated
- New media technologies - Internet, multi-media, portals, mobile phones, gaming & animation and host of ICT tools
- Interactive user feedback
- Creative participation and
- Community formation around the content



What's new about new media

- 'Archives' content
- Easy recall
- Highly Interactive
- On-demand access to content any time, anywhere, on any digital device
- "Democratization" of the creation, publishing, distribution and consumption of media content

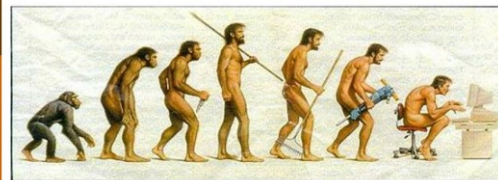
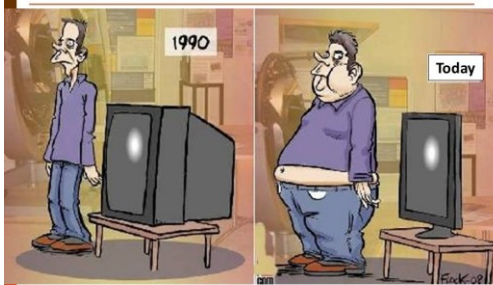
New Media Resources

	Type	Description	Campaign Application
Creating Content and implementing campaign	Blog	Website maintained by an individual where the author can post regular entries	Opportunities for key issues in a campaign to be raised and discussed
	Social Networking	Website where users or organizations can create personal pages and interact with other users. Information posted include-personal information, blog, video, music	Opportunity to use viral marketing to connect individuals and members of their social network to campaign's cause

		Description	Campaign Application
Creating Content and implementing campaign	Video Sharing	Websites where videos are shared. Viewers can view ads, share with contacts and comment on their content	Campaign ads can receive additional exposure: Users can view ads, share with contacts and comment on each their content
	E-newsletter	A newsletter sent by email: Tools available to create email newsletters and manage contacts	Campaigns can keep audience posted about developments in campaign and communicate key messages

		Description	Campaign Application
Measuring campaign reach and process (Process Evaluation)	Keyword Alerts	A service which monitors mentions of keywords on the Web, including on news sites	Campaign planners can track mention of campaign issues or campaign name on the Web
	Website Analytics	A service which monitors visitors traffic to website and behavior of website visitors	Campaign planners can track visitors to campaign websites, and associated blogs, videos and other material posted on the web

		Description	Campaign Application
Measuring campaign impact on beliefs, attitudes and behavior (Outcome Evaluation)	Survey Tools	A tool for conduction surveys of the users via web or email	Campaign planners can survey members of the target audience: The sponsoring organization needs to have its own sample of users and their emails
	Web based panels	A service which offers a probability based sample or convenience sample for research purposes	Campaign planners can survey members of the target audience: Company provides access to the samples



Somewhere, something went terribly wrong

I am No Expert...

'An expert is somebody who is more than 50 miles from home, has no responsibility for implementing the advice he gives, and shows slides'

Edwin Meese III



BOON?

- Reach
- Speed
- Ease of use
- Flexibility
- Information at finger tips
- Knowledge translation
- Knowledge management
- Data storage and Mining
- Support the traditional methods
- Can be made to the need

BANE?

- Technological Constraints
- Can everybody keep pace
- Authenticity of information?
- Difficult to assess the impact
- Can it be used as a stand alone tool?
- Literacy level
- Entertainment or education?

Effect of two different educational tools on Nutrition knowledge of school-going adolescents

Emerging Journal of Clinical Nutrition (2015) 41, 1261-1265
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www.tandfonline.com

ORIGINAL ARTICLE

Dietary habits and effect of two different educational tools on nutrition knowledge of school going adolescent girls in Hyderabad, India

D Raghunatha Rao¹, T Vijayapushpam¹, GM Subba Rao¹, GM Antony² and KVR Sarma³

¹Extension & Training Division, National Institute of Nutrition (ICMR), Jamai-Osmania, Hyderabad, Andhra Pradesh, India and ²Division of Field Studies, National Institute of Nutrition (ICMR), Jamai-Osmania, Hyderabad, Andhra Pradesh, India

Objectives: To assess dietary habits and nutrition knowledge levels of the adolescent girls from different schools and to study the efficacy of two different nutrition education tools in improving their nutrition knowledge in the classroom setting.
Design: Purposive sampling technique was adapted for selecting the subjects in the study.
Setting: Four secondary schools in Hyderabad, India.
Subjects: In total, 164 adolescent girls belonging to eighth grade.
Interventions: Two interventions (Intervention-1: Traditional method using print media such as folders, leaflets and charts; Intervention-2: Audio-visual CD) were carried out in a classroom setting for the experimental group.

Results

Table 1. Impact of nutrition education on adolescent girls in Hyderabad

Group	No. of adolescent girls	Before (Baseline)	Mean ± SD			
			Intervention-1		Intervention-2	
			% of marks	Increment-1	% of marks	Increment-2
Experimental	87	46.73±15.14	58.86±16.13	12.27±12.7	56.92±14.37 ^{NS}	10.5±12.1
Control	77	46.69±12.4	49.75±12.3	2.9±8.5	53.19±14.36	6.4±11.5
F value		13.88 *		25.58**	2.26 ^{NS}	4.14*
			** P<0.001		* P<0.05 NS – Not Significant	

Note: Paired t-test indicated that no significant (p>0.05) difference was observed in the knowledge increments between intervention-1 and intervention-2

Folk art form Vs. traditional method

NE for student volunteers – A comparative study of two different communication methods

Objectives:

- to assess the nutrition knowledge levels of student NSS volunteers
- to provide nutrition education using two different communication methods - the first, using traditional method and the second using a videotaped version of a local folk art form and
- to study the comparative effectiveness of these methods in improving the knowledge levels



Video film with folk dance and songs on nutrition



Figure 3. Folders developed to educate NSS volunteers

Nutrition education for student community volunteers: A comparative study of two different communication methods

T. Vijayapushpam, G.M. Subba Rao, Grace Maria Antony, and D. Raghunatha Rao

Abstract
Background. Nutrition education for student volunteers can enhance their skills, and they can act as change agents in the community. There is a dearth of data on the effectiveness of different communication methods used in nutrition education to student volunteers.

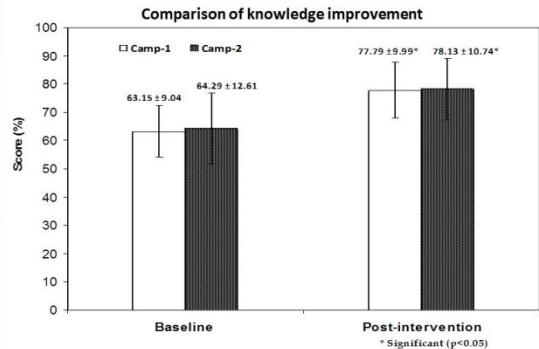
Key words: Folk dance form, nutrition education, nutrition knowledge, print media, student volunteers

Introduction
The prevalence of malnutrition in the form of either undernutrition or overnutrition and related problems is partly attributable to low awareness of preventive approaches [1]. The importance of early learning in life is widely recognized [2]. It is suggested that nutrition education is an effective tool for developing healthy practices [3]. Nutrition education attitudes of youngsters and enhances the...

GEM No. 472

Nutrition Education for Student Volunteers Using a Videotaped Folk Dance Format
Subba Rao M, Gavaravapam, MA, Vijayapushpam Thangiah, MA, PhD

INTRODUCTION
With over 30 million undernourished people and more than 10% of the population overweight or obese, India is confronting the double burden of malnutrition. The prevalence of malnutrition is partly attributable to low awareness of nutrition. Nutrition education is an available and effective tool for developing the nutrition-related practices. The folk dance format, which uses local dialects and cultural concepts to convey messages, is tailor made for use in a community. However, its potential has not been fully explored for conveying nutrition messages. Since NSS volunteers were already engaged in folk dances for community education on personal hygiene and sanitation, the authors wanted to produce a folk dance-based nutrition education material for use by the students and standardized messages before formation. The program was piloted before an expert group at NSS to ensure scientific accuracy of the content. Folk media for health education also call for standardization of performance quality every time. To ensure standardized performance quality, one videotaped folk dance was developed. The video includes and included 42 techniques and...



Positive increments in nutrition knowledge after intervention

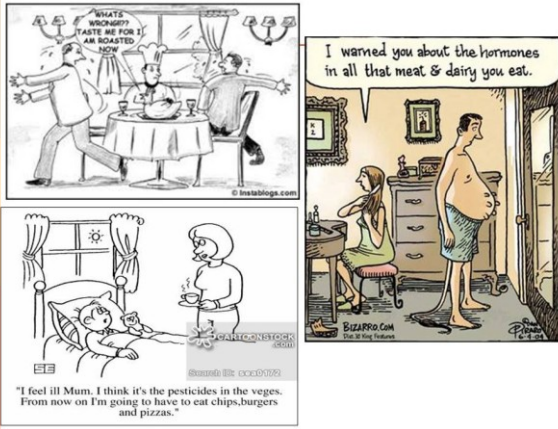
Group	Mean ± SD	t-value	p-value
Camp-1 (Lecture + Print Material) (n=63)	15.21 ± 8.48	2.578	p < 0.05*
Camp-2 (Video film with folk dance) (n=114)	18.76 ± 9.29		

* Significant

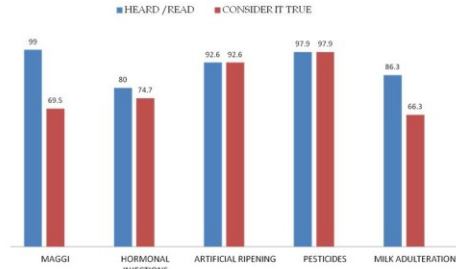
FOOD SCORES



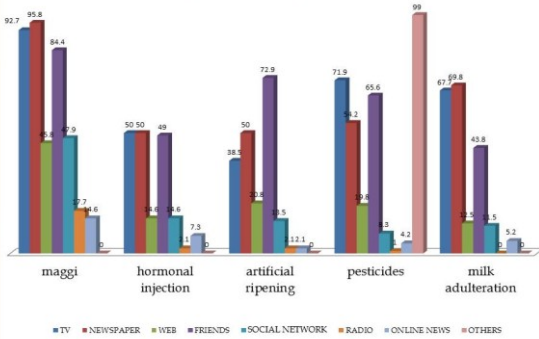
- Glutamate and Lead in 'Maggi' Noodles
- Artificial ripening
- Pesticide residues in fruit and vegetables
- Milk adulteration
- Hormonal injections to vegetables and cattle



Respondents' exposure to food scares



Sources of information



Research Brief Knowledge and Practices of Using Food Label Information Among Adolescents Attending Schools in Kolkata, India

Read-B4-U-Eat: A Multicomponent Communication Module to Promote Food Label Reading Skills Among Adolescents in India

INTRODUCTION
India is home to about 20% of the world's adolescent population, one of whom are overweight or obese. Childhood obesity is a concern for the onset of adult chronic diseases, but has become an important public health priority. The increased availability of processed and prepackaged foods and beverages has led to a rise in obesity-related health information among adolescents.

DEVELOPMENT AND IMPLEMENTATION
Development of READ-B4-U-EAT Module
There were 5 steps in designing and evaluating the module. Social Cognitive Theory and health communication principles were used to develop the module.

Table 1. Comparison of Scores of Intervention and Comparison Groups Before and After Intervention Using READ-B4-U-EAT Module

Scores	Comparison Group	Intervention Group	P (2-Sample t Test)
Pre-intervention scores (mean ± SD)	12.31 ± 3.58	13.3 ± 3.41	NS
Post-intervention scores (mean ± SD)	12.68 ± 3.25	16.6 ± 3.07	≤ .001*
P (paired t test)	NS	≤ .001*	

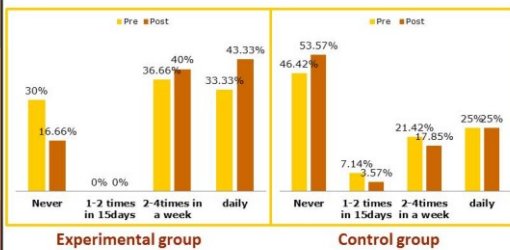
NS indicates not significant.
*P was significant.
Note: Intergroup differences were assessed using 2-sample t test; intra-group comparisons were made using paired t test.

Table 2. Knowledge and Practice (K&P) Related to Use of Food Label Information Among Adolescents From Hyderabad, India

Variable	Comparison Group (n = 59)		Intervention Group (n = 116)	
	K&P Status From tabulation	McNemar Test	K&P Status From tabulation	McNemar Test
Knowledge				
Is there a manufacturing date on the food label information?	I = 4, S = 46, D = 7	0.54	I = 8, S = 106, D = 1	0.00*
Is an ingredient list present on the food label?	I = 8, S = 47, D = 4	0.38	I = 10, S = 104, D = 0	0.00*
Is nutrient information present on the food label?	I = 18, S = 41, D = 4	0.93	I = 76, S = 39, D = 36	0.00*
Do you see any quality symbols on the food label?	I = 14, S = 35, D = 10	0.54	I = 49, S = 61, D = 2	0.00*
Where are ISI symbols used?	I = 20, S = 27, D = 12	0.21	I = 31, S = 75, D = 8	0.00*
Are A2M&W symbols seen on packages of what kinds of food?	I = 14, S = 36, D = 9	0.40	I = 58, S = 54, D = 8	0.00*
Is the vegetable/non-vegetable symbol mandatory on food packages?	I = 16, S = 25, D = 8	0.15	I = 44, S = 62, D = 0	0.00*
Identification of vegetable symbol	I = 6, S = 42, D = 10	0.33	I = 24, S = 88, D = 3	0.00*
Identification of non-vegetable symbol	I = 13, S = 39, D = 7	0.26	I = 13, S = 101, D = 2	0.00*
Practice				
Do you read food labels while buying a product?	I = 0, S = 59, D = 0	-	I = 0, S = 116, D = 0	-
Do you look for the date of manufacture?	I = 10, S = 43, D = 9	0.59	I = 8, S = 106, D = 1	0.30
Do you check for the date of expiration?	I = 8, S = 44, D = 6	0.63	I = 21, S = 81, D = 14	0.31
Do you check for the best before date?	I = 14, S = 34, D = 11	0.93	I = 14, S = 99, D = 9	0.40
Do you read the fat content when buying candy?	I = 10, S = 34, D = 15	0.42	I = 34, S = 69, D = 18	0.14
Do you read the sugar content when buying chocolate?	I = 17, S = 34, D = 8	0.10	I = 27, S = 72, D = 17	0.17
Do you read ingredients when buying cookies?	I = 7, S = 44, D = 8	1.0	I = 19, S = 90, D = 7	0.03*
Do you check for claims when buying cookies?	I = 11, S = 33, D = 15	0.55	I = 26, S = 77, D = 13	0.05*
Do you see the salt content when buying snacks?	I = 13, S = 36, D = 11	0.83	I = 36, S = 57, D = 20	0.00*
Do you check for sugar in sparkling beverages?	I = 11, S = 34, D = 14	0.69	I = 34, S = 59, D = 23	0.18
Do you check for the sugar content when buying fruit juices?	I = 11, S = 37, D = 11	1.0	I = 19, S = 72, D = 25	0.45

I: Indicates the number of participants who showed deterioration; L: the number with positive improvement; S: the number at status quo; Significant at P < .05.

- Trend of increase in frequency of physical activity was observed in the experimental group.



- Exercise tracking (Pedometer) was the favourite feature of most users.

Principal Findings

- No significant change was noted in weight, waist or hip circumference in both the groups.

Parameter	Experimental Paired Difference Mean and SD	Control Paired Difference Mean and SD
Weight	0.103±1.83	-0.248±1.13
Waist Circumference	0.247±1.88	-0.359±2.55
Hip Circumference	-0.017±1.20	-0.344±1.46

- In appropriate calorie estimation, irregular data entry and limited time might be responsible for this.

- Some reduction in consumption of HFSS foods were noted in both groups.
- Significant decrease in consumption of deep fried snacks and fats-oil was seen in control group.

Food groups	EXPERIMENTAL GROUP				CONTROL GROUP			
	Baseline	Post usage	Paired difference	Sig	Baseline	Post usage	Paired difference	Sig
	Mean±SD	Mean±SD			Mean±SD	Mean±SD		
Sweets & savoury	23 ±8.42	21 ±8.88	1.82 ±8.24	0.30	21.35 ±5.44	21.29 ±5.76	0.058 ±4.81	0.96
Bakery product	11.29 ±4.51	10.70 ±4.85	0.58 ±4.13	0.49	11.77 ±4.03	11.40 ±4.66	0.36 ±4.61	0.71
Deep fried snacks	19.17 ±6.65	16.69 ±5.53	2.47 ±6.18	0.06	19.95 ±6.16	17.39 ±5.14	2.26 ±5.72	0.04*
Packed foods	11.94 ±4.73	11.73 ±5.62	0.21 ±5.26	0.86	13.85 ±3.88	12.95 ±3.20	0.90 ±2.77	0.15
Fast foods	8.76±3.68	7.96 ±3.09	0.80 ±2.60	0.12	9.33 ±4.21	8.33 ±3.29	1.00 ±3.95	0.22
Fats & oils	17.94 ±5.76	18.52 ±5.51	-0.57 ±3.97	0.53	18.68 ±5.41	18.90 ±3.84	2.17 ±3.87	0.00

Food groups	Paired difference Experimental	Paired difference Control	Sig.
Sweets & savoury	1.82 ±8.24	0.058 ±4.81	0.08
Bakery product	0.58 ±4.13	0.36 ±4.61	0.66
Deep fried snacks	2.47 ±6.18	2.26 ±5.72	0.75
Packed foods	0.21 ±5.26	0.90 ±2.77	0.97
Fast foods	0.80±2.60	1.00 ±3.95	0.84
Fats & oils	-0.57 ±3.97	2.77 ±3.87	0.009

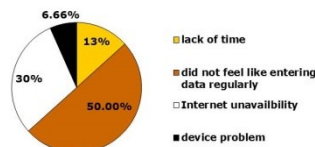
On comparing the changes between the two groups using Mann-Whitney test trends of decrease in consumption of sweets was observed in experimental group.

- As similar changes were observed in both groups it might not be attributed to the usage of the apps.

- May be caused by evoked consciousness because of inclusion in the study or seasonal variation.

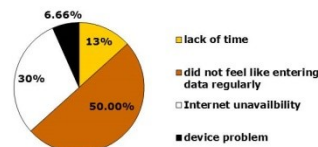
USERS perception

- Majority of the participants used the app for 15-30 days.
- Adherence was positively correlated (r=0.72) to level of motivation of weight reduction.
- 80% (n=24) of people found it to be an useful tool while 20% reported to not use the app as they did not find it useful.





USERS perception

- Majority of the participants used the app for 15-30 days.
- Adherence was positively correlated (r=0.72) to level of motivation of weight reduction.
- 80% (n=24) of people found it to be an useful tool while 20% reported to not use the app as they did not find it useful.



Basics of Teaching & Learning


Dr. P. Ramesh

<p>naarm</p> <p>TELAGe</p> <p>Basics of Teaching & Learning</p> <p>Dr. P. Ramesh Principal Scientist</p>  <p>naarm</p> <p>TELAGe</p> <p>naarm</p> <p>TELAGe</p>	<p>Overview</p> <ul style="list-style-type: none"> • Meaning of Teaching & Learning • Nature & Domains of Learning • Principles of Learning • Process and Nature of Teaching • Principles of Teaching • Conclusions  <p>TELAGe-NAARM</p>
<p>naarm</p> <p>TELAGe</p> <p>Meaning of Teaching & Learning</p> <ul style="list-style-type: none"> • Teaching is an active process in which one person <u>shares information</u> with others to provide them with the information to make behavioral changes. • Learning is the process of assimilating information with a resultant <u>change in behavior</u>.  <p>TELAGe-NAARM</p>	<p>naarm</p> <p>TELAGe</p> <p>Teaching-learning</p> <ul style="list-style-type: none"> • Teaching-learning is the process of interaction between a teacher and student or a group of students whereby the students acquire desirable <u>knowledge, skills and attitudes</u>.  <p>TELAGe-NAARM</p>
<p>naarm</p> <p>TELAGe</p> <p>Learning</p> <p>Learning is a <u>process</u>. It is carried out through steps. Learning process involves:</p> <ol style="list-style-type: none"> (a) A <u>motive</u> or a drive (b) An attractive <u>goal</u> (c) A <u>block</u> to the attainment of the goal  <p>TELAGe-NAARM</p>	<p>naarm</p> <p>TELAGe</p> <p>Domains of Learning (Bloom's Taxonomy)</p> <p>TELAGe-NAARM</p>
<p>naarm</p> <p>TELAGe</p> <p>Skills in the Cognitive Domain</p>  <p>TELAGe-NAARM</p>	<p>naarm</p> <p>TELAGe</p> <p>Principles of Learning - 1</p> <ol style="list-style-type: none"> 1. Readiness: It implies a degree of concentration and eagerness. Individuals learn best when they are physically, mentally, and emotionally ready to learn. 2. Exercise: Those things most often repeated are best remembered. It is the basis of drill and practice. 3. Effect: Learning is strengthened when accompanied by a pleasant or satisfying feeling. <p>TELAGe-NAARM</p>

<p>naarm</p> <h3>Principles of Learning -2</h3> <p>TELAGe</p> <ul style="list-style-type: none"> 4. Primacy: Things learned first create a strong impression in the mind that is difficult to erase. For the instructor, this means that what is taught must be right the first time. 5. Recency: The principle of recency states that things most recently learned are best remembered. 6. Intensity: The more intense the material taught, the more likely it will be retained. A sharp, clear, vivid, dramatic, or exciting learning experience teaches more than a routine or boring experience. 	<p>naarm</p> <h3>Principles of Learning -3</h3> <p>TELAGe</p> <ul style="list-style-type: none"> 7. Freedom: Things freely learned are best learned. Conversely, the further a student is coerced, the more difficult is for him to learn, assimilate and implement what is learned. 8. Requirement: "we must have something to obtain or do something." It can be an ability, skill, instrument or anything that may help us to learn or gain something.
<p>naarm</p> <h3>Process of Teaching</h3> <p>TELAGe</p> <ul style="list-style-type: none"> • Teacher <ul style="list-style-type: none"> - Well prepared - No communication barriers • Message (Subject Matter) <ul style="list-style-type: none"> - Clear - Accurate - Brief - Specific • Student <ul style="list-style-type: none"> - Sensitized - Receptive 	<p>naarm</p> <h3>Nature of Teaching</h3> <p>TELAGe</p> <ul style="list-style-type: none"> • Teaching is an Art - It relies heavily on intuition. Teaching is more by subjective and spontaneous methods. • Teaching is a Science - It depends primarily on behaviourally oriented model. 
<p>naarm</p> <h3>Principles of Teaching-1</h3> <p>TELAGe</p> <ul style="list-style-type: none"> • Guide the learner. Be sure that students know the objectives. Tell them what will be next. Provide organization and structure appropriate for their developmental level. • Develop a structured hierarchy of content. Some organization in the material should be clear, but there should be opportunities for the student to do some structuring. Content needs to include concepts, applications and problem solving. 	<p>naarm</p> <h3>Principles of Teaching-2</h3> <p>TELAGe</p> <ul style="list-style-type: none"> • Use images and visual learning. Most people prefer visual learning and have better retention when this mode is used. Encourage students to generate their own visual learning aids. • Ensure that the student is active. Students must actively grapple with the material. This can be done internally or externally by writing or speaking. 
<p>naarm</p> <h3>Principles of Teaching-3</h3> <p>TELAGe</p> <ul style="list-style-type: none"> • Require practice. Learning complex concepts, tasks, or problem solving requires a chance to practice in a non threatening environment. Some repetition is required to become both quick and accurate at tasks. • Provide feedback. Feedback should be prompt and, if at all possible, positive. Reward works much better than punishment. Students need a second chance to practice after feedback in order to benefit fully from it. 	<p>naarm</p> <h3>Principles of Teaching-4</h3> <p>TELAGe</p> <ul style="list-style-type: none"> • Have positive expectations of students. Positive expectations by the professor and respect from the professor are highly motivating. Low expectations and disrespect are demotivating. This is a very important principle, but it cannot be learned as a "method." A master teacher truly believes that her or his students are capable of great things. • Provide means for students to be challenged yet successful. Be sure students have the proper background. Provide sufficient time and tasks that everyone can do successfully but be sure that there is a challenge for everyone. Success is very motivating. 
<p>naarm</p> <h3>Principles of Teaching-5</h3> <p>TELAGe</p> <ul style="list-style-type: none"> • Individualize the teaching style. Use a variety of teaching styles and learning exercises so that each student can use his or her favourite style and so that each student becomes more proficient at all styles. • Make the class more cooperative. Use cooperative group exercises. Stop grading on a curve and either use mastery learning or grade against an absolute standard. 	<p>naarm</p> <h3>Principles of Teaching-6</h3> <p>TELAGe</p> <ul style="list-style-type: none"> • Ask thought-provoking questions. Thought-provoking questions do not have to have answers. Posing questions without answers can be particularly motivating for more mature students. • Be enthusiastic and demonstrate the joy of learning. Enthusiasm is motivating and will help students enjoy the class. 


Principles of Teaching-7

- **Encourage students to teach other students.** Students who tutor others learn more themselves and the students they tutor learn more. In addition, students who tutor develop a sense of accomplishment and confidence in their ability.
- **Care about what you are doing.** The professor who puts teaching "on automatic" cannot do an outstanding job.
- **If possible, separate teaching from evaluation.** If a different person does the evaluation, the teacher can become a coach and ally whose goal is to help the student learn.



Conclusions

- Basic understanding of the principles underlying teaching & learning is a must for a good teacher.
- Effective teaching includes:
 - Commend over the subject matter
 - Soft skills of the teacher (Interpersonal Rapport)
 - Proper teaching methods/techniques




TELAGE-NAARM

Teaching and Learning Styles

Dr. P. Ramesh

Teaching and Learning Styles


Dr. P. Ramesh
Principal Scientist



 ना.कु.अनु.प.-राष्ट्रीय कृषि अनुसंधान प्रबंध अकादमी
 NAARM-National Academy of Agricultural Research Management

Teaching Style

- These are the attributes of a teacher that define their style, methods and behaviour in the classroom.
- The way through which a teacher teaches his students in a particular style.
- The style of teaching or coaching one receive can have a big effect on the quality of learning.
- There are a variety of styles and most people use a mixture of different styles.

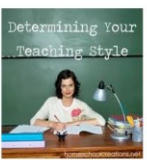


Teaching Styles: Pedagogy Vs. Andragogy

Situation	Pedagogy	Andragogy
Concept of the learner	Dependent	Self-directed
Focus of learning	Foundation	Application
Learning orientation	Knowledge for later	Competency today
Role of teacher	Director/Expert	Facilitator/Resource
Teaching style	Teacher-centered	Learner-centered


Teaching Styles

- **Teacher's Experience**
 - Assertive Teaching Style
 - Suggestive Teaching Style
- **Learner's Experience**
 - Collaborative Teaching Style
 - Facilitative Teaching Style




Assertive Teaching Style

- Lectures
- Teacher is providing information
- Flow of information is one way
- Deals with factual knowledge or specific skills
- Some times you need to give the learner some information




Suggestive Teaching Style

- Asks leading questions
- Teacher is organizing it for the student
- Teacher is leading the student down a path.
- Deals with opinion or uncertainty




Benefits of Suggestive Questions

1. Built in Needs Assessment
2. Activating Prior Knowledge
3. Demonstrating the problem solving steps
4. Keeps learner awake




Collaborative Teaching Style

- Asks open, explorative questions
- Student is organizing it
- Focus of control is more with the student than the teacher
- Deals with opinion or uncertainty



Facilitative Teaching Style

- Asks open, reflective or emotive questions
- Teacher facilitates, however only the learner knows the answer
- Deals with emotions or attitudes

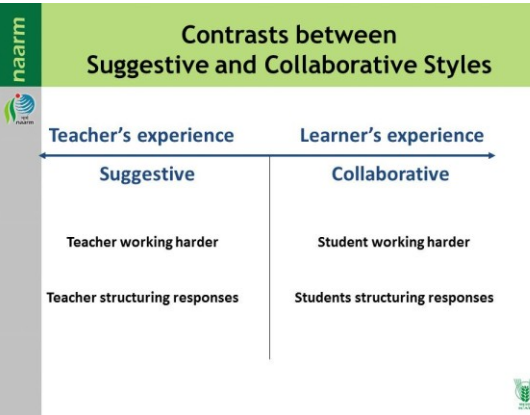


Comparison of 4-Teaching Styles

Assertive	Suggestive	Collaborative	Facilitative
Gives directions	Suggests alternatives	Elicit/accept learner ideas	Elicit/accept learner feelings
Ask direct questions	Offers opinion	Explore learner ideas.	Offers feelings
Gives information	Relates personal experience (model)	Relates personal experiences (empathize)	Encourages
			Uses silence

Similarities between Suggestive and Collaborative Styles

1. Joint effort between the teacher and learner.
2. Built in Needs Assessment
3. Deals with thinking skills.



Factors Affecting Teaching Style

- Teacher**
 - Personality
 - Present experience / training / skill
 - Knowledge of the activity
- Activity**
 - Level of Danger
 - Level of Difficulty
 - Type of skills involved, classification, organisation
- Learner**
 - Age, Maturity
 - Level of skill, ability, knowledge
 - Level of interest, motivation
- Situation**
 - Learning environment
 - Facilities and equipment
 - Time

Learning Styles

Learning styles are various approaches or ways of learning.

They involve **educating** methods, particular to an individual that are presumed to allow that individual to learn best.

Most people prefer an identifiable method of interacting with, taking in, and processing **stimuli** or **information**.

Teachers should assess the learning styles of their students and adapt their classroom methods to best fit each student's learning style, which is called the **meshing hypothesis**.

We learn

- 10% of what we read
- 20% of what we hear
- 30% of what we see
- 50% of what we see and hear
- 70% of what we say
- 90% of what we say and do

— HERMAN A. HAGEDOORN

Learning Styles

- Visual Learners**
 - Seeing is hearing
 - 60 % of the population is visual
 - We are a society of media, visual aids, digital...
- Verbal-Auditory Learners**
 - Remember things best when explained in words or written
 - Learn best from books and lecture
- Kinesthetic Learners**
 - Things learned are through feel & manipulation
 - With concrete instructions & techniques

Visual learner characteristics

Visual learner	Learning suggestions
Good at spelling but forgets names	Make outlines of everything
Needs quite study time	Copy what's on the board
Has to think a while before understanding lecture	Diagram sentences
Ask teacher to diagram things out	Use flashcards
	Color code, use highlighter, circle/underline words

Auditory learner characteristics

Auditory learner (Aural)	Learning suggestions
Likes to read to self out loud, good with grammar	Use word association to remember facts/lines
Can't keep quiet for long periods	Record lectures/taping notes after writing them
Is good at explaining, enjoys music	Participate in group discussions
Remembers names	Rhythm and rhyme
Is good in study groups, reads slowly	

Kinesthetic learner characteristics

Kinesthetic learner	Learning suggestions
Takes breaks when studying	Study in short blocks
Can't sit still for long	Studying with others
Is fidgety during lectures	
Does not have good hand writing	Use memory games, flash cards to memorize
Likes science/lab	
Likes role-playing, loves music	

Distribution of Learners

For every 10 students you will find:

- 2 auditory learners
- 4 visual learners
- 4 tactile kinesthetic learners
- Yet 90 % of all teaching is auditory
- That means we short change 8 out of 10 students.

Learning Styles

Active Learner: Tend to retain and understand information by doing something active with it.	Reflective Learner: Prefer to think before attempting something to do.
Sensing Learner: Tend to like learning facts, follow established methods and practical.	Intuitive Learner: Prefer discovering possibilities and relationships, innovative, dislike repetition.
Sequential Learner: tend to follow logical stepwise paths in finding solutions.	Global Learner: Tend to learn in large jumps, solve complex problems quickly, think in novel way.

<p>naarm</p> <p>Before communicating Ask yourself...</p> <ul style="list-style-type: none"> • What is the main purpose/aim? • Who will receive it? • What is the likely attitude of the listener? • How much does he need to know? • Is my timing right? • What is the main subject? • Are the major points clear? • Is there any ambiguity? <p>TELAGÉ</p>	<p>naarm</p> <p>Essentials Of Communication Don'ts</p> <ul style="list-style-type: none"> • Do not use technical terms and terminologies not understood by majority of people • Do not speak too fast or too slow • Do not speak in inaudible surroundings as you wont be heard • Do not assume that everybody understands you • Do not interrupt the speaker. <p>TELAGÉ</p>
<p>naarm</p> <p>FUNCTIONS OF COMMUNICATION</p> <ul style="list-style-type: none"> ❖ Information Function ❖ Command Function ❖ Influence Function ❖ Integrative Function <p>TELAGÉ</p>	<p>naarm</p> <p>TYPES OF COMMUNICATION</p> <ul style="list-style-type: none"> ❖ Oral Communication ❖ Written Communication ❖ Non Verbal Communication <p>TELAGÉ</p>
<p>naarm</p> <p>ORAL / VERBAL COMMUNICATION</p> <p>It is more natural and immediate. More important in class room instruction.</p> <ul style="list-style-type: none"> ❖ Face to face conversation ❖ Telephone ❖ Interviews ❖ Grapevine ❖ Negotiations ❖ Lecture / Speech ❖ Meeting ❖ Conferences / seminars / workshops <p>TELAGÉ</p>	<p>naarm</p> <p>Verbal Communication Styles</p> <p>Passive, Assertive, and Aggressive Communication</p>  <p>Passive Assertive Aggressive</p> <p>TELAGÉ</p>
<p>naarm</p> <p>Passive Communication</p> <ul style="list-style-type: none"> • Failing to express our honest feelings. • Avoid conflict no matter what. • Little risk involved - very safe. • Little eye contact, often defers to others' opinions, usually quiet tone, may suddenly explode after being passive too long. <p>TELAGÉ</p>	<p>naarm</p> <p>Examples of Passive Communication</p> <ul style="list-style-type: none"> • "I don't know." • "Whatever you think." • "You have more experience than I. You decide." • "I'll go with whatever the group decides." • "I don't care. It doesn't matter to me." • "Yes, yes, yes, yes, yes, yes. . . NO!" <p>TELAGÉ</p>
<p>naarm</p> <p>Aggressive Communication</p> <ul style="list-style-type: none"> • Protecting one's own rights at the expense of others' rights - no exceptions. • The goal of the aggressor is to win at all costs; to be right. • Does not consider actions a risk because this person thinks they will always get their way. It is risky in terms of relationships • Eye contact is angry and intimidating; lots of energy; loud and belittling; never defers to others, or at least does not admit to; manipulative and controlling. Often uses violence or verbal abuse. <p>TELAGÉ</p>	<p>naarm</p> <p>Examples of Aggressive Communication</p> <ul style="list-style-type: none"> • "I don't know why you can't see that this is the right way to do it." • "It's going to be my way or not at all." • "You're just stupid if you think that will work." • "Who cares what you <i>feel</i>. We're talking about making things work here." <p>TELAGÉ</p>

<p>naarm</p> <p>TELAGE</p>	<h3>Assertive Communication</h3> <ul style="list-style-type: none"> Protecting your own rights without violating the rights of others. The goal of the assertive person is to communicate with respect and to understand each other; to find a solution to the problem. Takes a risk with others in the short run, but in the long run relationships are much stronger. Eye contact maintained; listens and validates others; confident and strong, yet also flexible; objective and unemotional; presents wishes clearly and respectfully. 	<h3>Examples of Assertive Communication</h3> <ul style="list-style-type: none"> "So what you're saying is..." "I can see that this is important to you, and it is also important to me. Perhaps we can talk more respectfully and try to solve the problem." "I think... I feel... I believe that..." "I would appreciate it if you..." Let me understand your thoughts on this...
<p>naarm</p> <p>TELAGE</p>	<h3>Which is the Best Style?</h3> <ul style="list-style-type: none"> All styles have their proper place and use. Assertive communication is the healthiest. <ul style="list-style-type: none"> Boundaries of all parties are respected. Easier to problem-solve; fewer emotional outbursts. It requires skills and a philosophy change, as well as lots of practice and hard work. When both parties do it, no one is hurt in any way and all parties win on some level. 	<h3>WRITTEN COMMUNICATION</h3> <p>Most common mode of communication in academic and nonacademic environments.</p> <ul style="list-style-type: none"> Books Conference paper Dissertation Thesis Explication Research Article Research Paper
<p>naarm</p> <p>TELAGE</p>	<h3>NON VERBAL COMMUNICATION</h3> <p>Nonverbal communication is defined as the messages we send and recite from others without words.</p> <p>Functions:</p> <ul style="list-style-type: none"> To control the impressions others have of us To complement the words we speak To contradict our words To confirm the messages of others To distinguish a congruent understanding of the messages within a shared environment 	<h3>TYPES OF NON VERBAL COMMUNICATION</h3> <ul style="list-style-type: none"> Kinesics - Body language Oculesics - Eye contact Haptics - Study of touching Proxemics - Study of measurable distance between people as they interact Chronemics - Study of use of time Paralanguage - Vocal aspect of communication Physical Appearance - Appearance
<p>naarm</p> <p>TELAGE</p>	<h3>Major areas of nonverbal behaviors are:</h3> <ul style="list-style-type: none"> Eye contact  Gestures  Proximity  Facial expressions  Posture and body orientation  Para linguistics  	<h3>Eye Contact</h3> <ul style="list-style-type: none"> Direct eye-contact conveys interest, warmth, credibility and concern. Shifty eyes suggest dishonesty. Downward gaze may be a sign of submissiveness or inferiority. 
<p>naarm</p> <p>TELAGE</p>	<h3>FACIAL EXPRESSIONS</h3> <ul style="list-style-type: none"> You have 80 muscles in the face that can create more than 7,000 facial expressions. The facial muscles produce the varying facial expressions that convey information about emotion, mood, and ideas. Emotional expressions are one primary result of activity by the facial muscles. 	<h3>Facial Expressions</h3> <p>There are six categories of facial expressions:</p> <ul style="list-style-type: none"> Happiness Sadness Anger Disgust Surprise Fear

naarm TELAGE	<h3 style="text-align: center;">GESTURES</h3>  <ul style="list-style-type: none"> • Gestures communicate as effectively as words, sometimes even better. • Gestures support the verbal communication. • They sometimes detract from what you say. 	<h3 style="text-align: center;">POSTURE AND BODY ORIENTATION</h3> 
naarm TELAGE	<h3 style="text-align: center;">PROXIMITY</h3>  <p>Proximity is the distance people maintain between themselves while talking.</p>	<h3 style="text-align: center;">PROXIMITY</h3> <p><u>DISTANCE ZONES</u></p> <ul style="list-style-type: none"> • Intimate Zone- No more than 18 inches apart (mother and baby) • Personal Distance- 18 inches to 4 feet. (Casual and personal conversations). • Social Distance- 4-12 feet (impersonal, business, social gatherings) • Public Distance- More than 12 feet (Public speaking)
naarm TELAGE	<h3 style="text-align: center;">PARALINGUISTICS</h3> <ul style="list-style-type: none"> • Para linguistics are what accompany your words to make up for its true meaning. • Paralanguage refers to the vocal aspect of communication. 	<h2 style="text-align: center;">Listening</h2>
naarm TELAGE	<h3 style="text-align: center;">Listening</h3>  <p style="text-align: center;">Nature has intended us to <u>LISTEN</u> twice as much as we speak!</p>	
naarm TELAGE	<h3 style="text-align: center;">4 Types of listeners</h3> <ul style="list-style-type: none"> • The Non-Listener • The Marginal Listener • The Evaluative Listener • The Active Listener <p style="text-align: center;">HEARING </p> <p style="text-align: center;">V/s</p> <p style="text-align: center;">LISTENING </p>	<h3 style="text-align: center;">How to improve your listening skills?</h3> <ul style="list-style-type: none"> • Maintain eye contact with the instructor • Focus on content than on the way that it is being said. • Avoid selective listening • Avoid distractions • Ask questions to stay active and interested. • Face the speaker • Respond appropriately – say yes, nod, etc. • Do not be preoccupied with your own thoughts. 

<p>Let us conclude Communication Skills</p> <table border="1"> <thead> <tr> <th>RECEPTIVE SKILLS</th> <th>EXPRESSIVE SKILLS</th> <th>PROCESSING SKILLS</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> • Listening • Reading • Observing </td> <td> <ul style="list-style-type: none"> • Speaking • Writing • Non-verbal Skills </td> <td> <ul style="list-style-type: none"> • Thinking • Analyzing • Decision Making </td> </tr> </tbody> </table>	RECEPTIVE SKILLS	EXPRESSIVE SKILLS	PROCESSING SKILLS	<ul style="list-style-type: none"> • Listening • Reading • Observing 	<ul style="list-style-type: none"> • Speaking • Writing • Non-verbal Skills 	<ul style="list-style-type: none"> • Thinking • Analyzing • Decision Making 	<p>The total impact of a message breaks down like this:</p> <ul style="list-style-type: none"> • 7 percent verbal (words) • 38 percent vocal (volume, pitch, rhythm, etc) • 55 percent body movements (mostly facial expressions)
RECEPTIVE SKILLS	EXPRESSIVE SKILLS	PROCESSING SKILLS					
<ul style="list-style-type: none"> • Listening • Reading • Observing 	<ul style="list-style-type: none"> • Speaking • Writing • Non-verbal Skills 	<ul style="list-style-type: none"> • Thinking • Analyzing • Decision Making 					
<p>Strategies for Effective Communication</p> <ul style="list-style-type: none"> • Know yourself • Know your audience • Know the context and purpose • Communicate bit by bit • Think and organize your communication • Maintain consistency 	<p>Barriers to Communication</p> <ul style="list-style-type: none"> • Physical & Environmental Barriers: due to time, place, space, climate, noise, medium, etc. • Barriers due to wrong choice of medium • Semantic barriers: due to varied connotative meanings • Socio-cultural barriers: due to diversity of cultures • Psychological / attitudinal barriers: due to emotions, attitudes, strong sentiments, etc. • Barriers due to varying levels of perception: • Due to variations in understanding and comprehension 						



28.09.16


INNOVATIVE TEACHING METHODS

Dr. D.Thammi Raju

<p>INNOVATIVE TEACHING METHODS</p> <p>Dr D Thammi Raju Principal Scientist</p> <p>naarm TELAGE</p>	<ul style="list-style-type: none"> • Successful teaching does not happen by drift but by design • No of factors • Active learning environment • Success of a teacher depends on knowledge, attitude and methodology • Student / Teacher centered methods • Tool box of methods <p>naarm TELAGE</p>
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Few methods . . .

- Lecture
- Lecture cum demonstration
- Team Teaching
- Programmed Instructions
- Project Method
- Jigsaws
- Problem Based Learning
- Case Method




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From Sage on the Stage to Guide by Side



LECTURE METHOD


- An oral disclosure on a particular topic
- Demands thorough preparation, knowledge, ability to explain, a non-complex topic
- Good voice and eye contact essential
- Used when audience large, short time & topic
- Teacher centric method
- Didactic presentation of information



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Tips for effective lecture

- 110 w.p.m
- Neither casual nor as grand oratory
- Natural delivery
- Clarity, simple expression and planned timing - important
- Style, mannerisms, speech, gestures, eye contact , appearance impacts
- Utterances - not rapid and hurried
- Variation in the pattern
- Avoid Flamboyant, exaggerated gestures
- Genuine enthusiasm and interest
- Careful about nonverbal communication
- Lecture consists of 4 channels



LECTURE CUM DEMONSTRATION METHOD

- Spoken word supplemented with demonstration
- Preplanned and arranged events
- Students observe and transfer for application
- Explain to a large number of students
- Reinforced instruction
- Learning by seeing



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Prerequisites

- Carefully selected examples
- Complex subject
- Skillful performance
- Clarity of the objectives
- Discussion or lecture at the end
- Knowledge on students' role



Tips in Lecture cum demonstration


- Careful planning
- Simple, effective and completed in less time
- Students can see and hear
- Ensure participation
- Rehearse demonstration
- Demonstration followed by explanation
- If necessary repeat the demonstration
- Use computers for simulations, if costly



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TEAM TEACHING

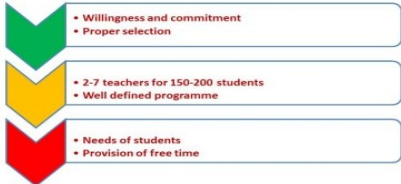
- Inter-disciplinary
- > 2 systematically teach
- Optimum use
- More accomplishment
- Pooling of resources
- Autonomy?



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Prerequisites

- Willingness and commitment
- Proper selection
- 2-7 teachers for 150-200 students
- Well defined programme
- Needs of students
- Provision of free time



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Tips

- Appropriate Learning environment
- Appropriate style of teaching
- Spare enough time
- Integration of team members
- Staff cooperation and role of authorities vital
- Provision of supportive environment for teachers
- Enhancement of teaching effectiveness
- Develop interdisciplinary perspectives



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PROJECT METHOD

- is a significant practical unit of activity having educational value and aimed at one or more definite goals of understanding, involves investigation and solution of problems, and is carried to completion by pupils and teachers in a real life situation.
- Enhances students' learning
- Transcends subject barrier

Innovative Teaching Methods
Earn While You Learn – Broiler Farming

Prerequisites

- Worth for the individuals / groups
- Bearing on good no of subjects or disciplines
- Applicable in a variety of ways
- Feasible and challenging

When to use

- Find a solution to a problem
- Individual skills and ability to work with others
- Translate theories into practice
- Prepare students for future professional life
- Contextual and timely in the curriculum

Tips

- Consider capacities and abilities
- Whole hearted acceptance
- Brief students
- Advance planning for logistics
- Supervise project throughout
- Play advisory role

Law of {readiness / exercise/ effect}

PROGRAMMED LEARNING

- An individual lesson, designed and presented as a sequence of relatively small units of information, which lead the student, step by step, to a level of behaviour predetermined by the programmer

Innovative Teaching Methods

Features

- Manage human learning under controlled conditions
- Overcome deficiencies of conventional teaching
- Material arranged in very small, cumulative and coherent steps
- Learner make a 'constructed response' in an overt manner to each question asked
- 'Cues and responses' available to guide them

Feedback, Self pacing, Individualized learning

Types

Linear Program

Branching Program

OPTIMISATION OF MILK PRODUCTION THROUGH FEEDING

PROGRAMMED LEARNING

FRAME 1

MILK production

- CONSTITUENTS
- DIFFERENT SPECIES PECULIARITIES – Quality and quantity

- 1) What are the constituents of milk?
- 2) Compare the milk composition and production in cow, buffalo & goat

FRAME 2

FACTORS AFFECTING MILK PRODUCTION AND COMPOSITION

- BREED, AGE
- FEED
- STAGE OF LACTATION
- MANAGEMENT etc.

- 1) What is the average milk production of a crossbred jersey cow ?
- 2) Compare different factors affecting milk composition ?

FRAME 3

TYPES OF FEED & MILK PRODUCTION

- GREEN FODDER
- DRY FODDER
- CONCENTRATES

1. What are the different types of fodders available in your area?
 2. What are the different types of concentrate feeds that can be offered to a dairy animal?

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FRAME 4

FEED CONSTITUENTS

- FAT
- CARBOHYDRATES
- MINERALS
- VITAMINS
- PROTEIN

1. Give example for cattle feeds rich in protein, fat, carbohydrate, minerals & vitamins
 2. Compare the following based on the nutrient contents (constituent make up) green grass, straw, gnc, rice bran

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FRAME- 5

COMMON FEEDING PRACTICES


- ❖ STRAW DOMINANT
- ❖ GRASS DOMINANT
- ❖ CONCENTRATE DOMINANT

Compare the influence of grass, straw and concentrate dominant feeds on quantity & quality of milk

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Prerequisites

- Aptitude for self-learning
- Favourable attitude
- Reading and comprehension skills
- Selection of proper subject
- Acclimatization of teacher
- Student differences exists
- Consider background of students, present and expected performance and objectives of the lesson
- Consider nature of information



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When to use

- Suitable to all types of subjects - more so for difficult subjects
- Subject matter contains hierarchy of facts
- Revision of outlines of a scheme of work
- Suitable when large number of students given instructions at the same time, in different locations

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JIGSAW

- Cooperative learning technique - students work in small groups
- Participants divided into teams and material is broken down into sections
- Just as in a jigsaw puzzle, each piece (each student's part) is essential for completion and full understanding of final product.
- Essentiality of each student's part makes this strategy effective



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Jigsaw groups



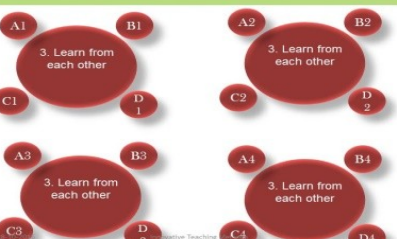
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Expert group



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Jigsaw group





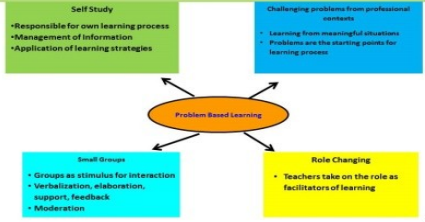
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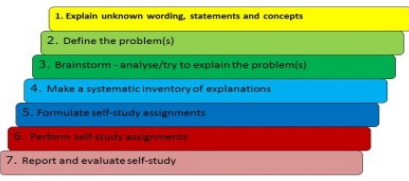
Eg: Integrated Nutrient Management

- Soil Sources
- Mineral Fertilizers
- Organic Sources
- Biological Sources


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naarm	Prerequisites	naarm	Tips
 <ul style="list-style-type: none"> • Active participation of students • Cooperative behaviour of students • Reading and Comprehension skills • Interdependence among students • Close monitoring of groups by teachers 	<ul style="list-style-type: none"> • Acquire and present new material • Review material previously taught by traditional methods • Subjects contain narrative type of information • Divisible material into coherent segment • Use light topics initially to create interest • Divide material equally for balanced distribution among students • In one hour class, allot 20 minutes for expert groups and 40 minutes for jigsaw groups 		

naarm	PROBLEM BASED LEARNING (PBL)	naarm	PBL contd...
 <ul style="list-style-type: none"> • A student-centered approach • Teachers as 'facilitators rather than disseminators' • Open ended problem serves as initial stimulus and framework for learning • Assumptions of PBL - learning is active, integrated and constructive process influenced by the social and contextual factors • Used to enhance multidisciplinary skills through planned problem scenarios • An active way of learning problem solving skills, while allowing students to acquire basic knowledge. 			

naarm	Example: Indiscriminate usage of dewormers in sheep	naarm	7-step plan of PBL
 <ul style="list-style-type: none"> • Dry land area • Primary occupation - sheep rearing • Major problem in sheep - internal parasites • Dependency on pharmacists • Avoid consulting Vet to save money <p>Target Group: Faculty of LPM, VPA, VPA, VPT, VMD, VCM</p>			

naarm	Prerequisites	naarm	When to use
 <ul style="list-style-type: none"> • Problems as stimulus for learning • Prior knowledge • Knowledge about social and contextual factors • Small groups of students 	<ul style="list-style-type: none"> • Integrate multidisciplinary knowledge and skills modules • Acquire knowledge through self-study • How to work in groups and manage group projects? • Improve and develop transferable skills • Develop problem solving skills • Encourage self-motivation, curiosity and thinking 		

naarm	Tips	naarm	CASE METHOD
 <ul style="list-style-type: none"> • Integrate multidisciplinary knowledge and skills • Acquire knowledge through self-study • How to work in groups and manage group projects • Improve and develop transferable skills • Develop problem solving skills • Encourage self-motivation, curiosity and thinking • May not be suitable for all types of learning and topics • Written Reports, Presentations, Posters etc. can act as PBL submissions 	<ul style="list-style-type: none"> • Based upon examination, analysis and diagnosis of a real or simulated problem so that general principles might emerge in a realistic fashion • Creation of an active, participatory teaching / learning situation • Provides an insight into the content • Improvement of the student's ability • Carry-over of learning to novel situations 		

Questions for Case study analysis

- What is going on there?
- Is there a problem at all?
- What precisely is the problem?
- What has caused it?
- Are we looking at cause or symptoms?
- What are the main issues?
- What precisely are his objectives?
- What possible course of action are open?

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How to develop a Case Study


- Research interests of staff
- Students' personal interests
- Develop from scratch
- Invite external lecturers



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Prerequisites

- Analytical and reasoning abilities of students
- Short but complete cases
- Teachable case studies
- > One aspects/ principles studied



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When to use

- To bridge the gap between theory and practice
- To demonstrate theoretical concepts
- To encourage active learning
- To develop key skills such as communication, group working and problem solving
- To increase student motivation and enjoyment of learning

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Tips

- Determine the base knowledge
- Identify the life situation
- Collect necessary information
- Draw out implications and lessons to be learnt from the study
- Point out gaps in existing knowledge and how to fill
- Non-accredited courses, new lecture content, mixed subject background - potential areas

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Examples

- Simple
 - Selection of animals, effect of cross breeding
- Complex
 - Role of organic farming in sustainability

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Flipped Classroom

- Classroom no longer the single source of information
- Information is freely and easily accessible
- Use class time - resolving the questions - Basic Idea of Flipped Classroom
- Teaching Competencies

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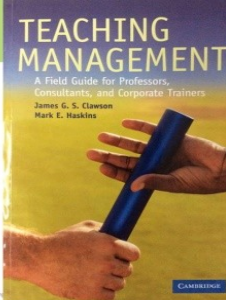


Teachers Need Real Feed back - Bill Gates

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Thanks

dtraju@naarm.ern
et.in



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New Media in promotion of Animal Husbandry Extension and Education

Dr D Thammi Raju

New Media in promotion of Animal Husbandry Extension and Education

Dr D Thammi Raju
Principal Scientist
Education Systems Management Division

Problems in AH Extension

- Extension Format for crop production expected to take care AH, but...
- Only 1% of the total budget for the sector allocated
- Only 5.1% of farmers household had access to information on AH
- Realised AH as growth engine
- Role of women
- Technological advances
- Lack of sufficient man power
- Lack of access to Veterinary Services
- Lack of knowledge on scientific farming
- Lack of organised institutional set up

Outline of presentation

- Social Media - (Teaching, Research and Extension)
- Decision Support Systems (PES, IASRI, TNAU)
- Information Dissemination - (Mobile telephony, Community Radio, Web portals, CORE)
- Asynchronous Learning (MOOC)

SOCIAL MEDIA



Importance of Social Media

- Phenomenal growth - common platform - share ideas and create content
- Evolution of multifunctional portable gadgets
- Increased reach of internet
- Huge potential of communication
- Build relationships, share information, and connect with diverse audience
- Expand the reach of your community
- Strengthen partner relationships
- Support pragmatic initiatives
- Vital means to increase visibility
- Field of Social Media is ever- evolving

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
7.395 BILLION	3.419 BILLION	2.307 BILLION	3.790 BILLION	1.968 BILLION
URBANISATION: 54%	PENETRATION: 46%	PENETRATION: 31%	PENETRATION: 51%	PENETRATION: 27%

SOCIAL MEDIA USE

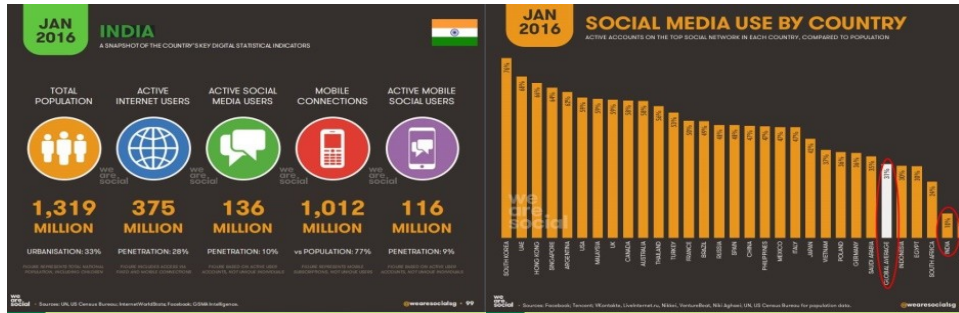
BASED ON THE MONTHLY ACTIVE USER NUMBERS REPORTED BY EACH COUNTRY'S MOST ACTIVE PLATFORM

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS	ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION	TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE	ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION
2.31B	31%	1.97B	27%

ANNUAL GROWTH

YEAR-ON-YEAR GROWTH TRENDS FOR KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS	GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS	GROWTH IN THE NUMBER OF UNIQUE MOBILE USERS	GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS
+10% SINCE JAN 2015 +332 MILLION	+10% SINCE JAN 2015 +219 MILLION	+4% SINCE JAN 2015 +141 MILLION	+17% SINCE JAN 2015 +283 MILLION



Social Media Characteristics

- Accessibility:** Publicly available for almost for free or no cost.
- Permanence:** Adaptive and evolving platforms
- Reach:** Hosted on the Internet that reaches the global audience.
- Recency:** Zero Time lag between communication
- Usability:** Doesn't require any special skills
- Connectivity:** Share daily experiences, tweeting, sharing moments, experiences
- Active online engagement:** Enables users actively engage with the shared message, by commenting or retweeting, commenting on pictures, videos, liking etc.

- Knowledge gaining process:** Virtual communities / groups throughout the day with faster speed
- Digital Literacy:** Develop digital competencies to a greater extent
- Developing new skills:** Stimulates group dynamics
- Many to One relationship:** Human computer interaction establishes
- Personalised Learning:** Self-directed and self-paced learning takes place.

Social Media Technologies

- Social networking sites** - Orkut, Facebook, Friendstar, MySpace, Google +
- Blogs and micro blogs** : Blogger, Wordpress, Twitter, Instagram
- Collaborative projects:** Wikis
- Virtual Social world:** Second life
- Social gaming:** World of Warcraft, Farmbook

- Content communities:**
 - Video (Youtube, Vimeo, Vine),
 - Photo (Instagram, Flickr, Tumblr),
 - Audio (Soundcloud, Podcasts)
 - Forums, discussion boards and groups: Google hangout, Blackbaord, Discussion groups(Dgroups)
 - Socially integrated messaging platforms: WhatsApp, Facebook messenger, Snapchat
 - Professional networking: ReseachGate, Academca.edu, LinkedIn
 - Social News : Reddit, Propeller, Digg
 - Social bookmarking: Delicious, Blinklist

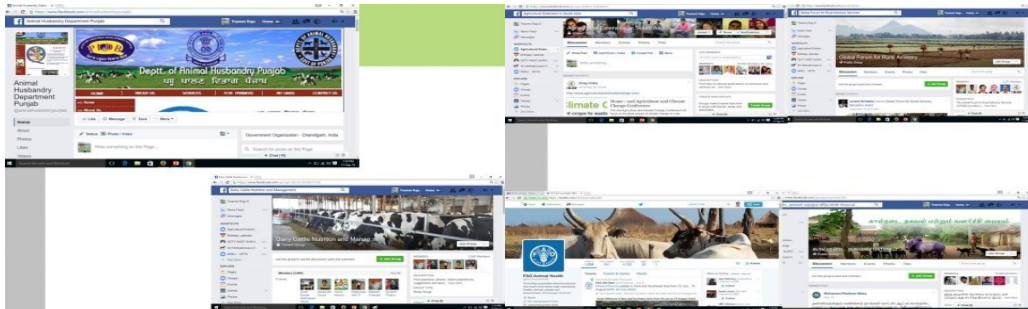


Facebook Dominates The Social Landscape

Platform	Penetration (Percent who have accessed the app)	Engagement* (Average days accessed monthly)	Sessions (Average number of times accessed per day)
Facebook	63%	15.0	6
FB Messenger	47%	7.9	3
Instagram	27%	11.0	4
Twitter	22%	7.5	3
Google Plus	17%	3.2	2

Chart 20: ACTIVE USERS OF THE TOP SOCIAL PLATFORMS AND MESSAGING TOOLS, BY AGE

Platform	16 to 24	25 to 34	35 to 44	45 to 54	55 to 64
Tumblr	100%	100%	100%	100%	100%
Instagram	100%	100%	100%	100%	100%
YouTube	100%	100%	100%	100%	100%
Periscope	100%	100%	100%	100%	100%
Google+	100%	100%	100%	100%	100%
Twitter	100%	100%	100%	100%	100%
Facebook	100%	100%	100%	100%	100%
LinkedIn	100%	100%	100%	100%	100%
WhatsApp	100%	100%	100%	100%	100%
Skype	100%	100%	100%	100%	100%
Kik	100%	100%	100%	100%	100%
WhatsApp	100%	100%	100%	100%	100%
Skype	100%	100%	100%	100%	100%
Kik	100%	100%	100%	100%	100%



WhatsApp

Decision Support Systems - Expert Systems

It is an intelligent computer programme that uses knowledge and inference procedures to solve problems that are difficult enough to require significant human expertise for their solution.

A non-expert achieve the performance comparable to an expert

An instance of a decision support system. Captures knowledge and experience of human experts

When ES can be used

- Routine tasks can be automated
- Expert retiring or leaving the job
- Use of human expert is expensive
- Need in multiple locations
- Hostile environment

End users
Commercial farmers, Extension Specialists, Farm managers, Agribusiness organisations, Agri. Educational Institutions

TNAU Expert Systems

Text, Pictures, Graphics, tables etc used
Language: English/ Tamil
Technical Information, Marketing, Weblinks, FAQs, Addresses of suppliers provided

Expert Systems developed by IASRI

- Online Expert System
- Available at <http://expert.iasri.res.in/agridaksh>
- Users: Farmers or Agricultural Extension personnel
- Six ES developed
- Four Indian languages- Bengali, Hindi, Urdu, Telugu and Tamil
- Pictures, Graphics, word, pdf used
- Ask question

Poultry Expert System

- Information needs of commercial poultry farmers
- User friendly
- Interactive design
- Various formats used written, audio, video, pictures
- Visual Basic 6.0 and MS Access
- Field tested

PES

Information Kiosks

- Market Prices, Procurement support, other info Service (e-Chaupal)
- Educational Services, Extension Services (MKCL)
- Dairy Information Services Kiosk (NDDB)
- General Information Services (Chirag-Kendras (n-Logue)
- Agricultural Information, market information (Akshaya Kendras)

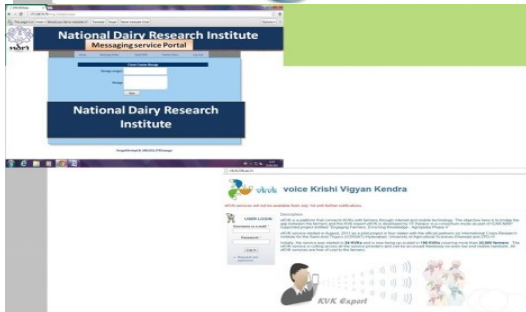
Information Kiosk on Animal Husbandry (RIVER)

- ❖ ICT tool facilitate improvement in knowledge and livelihoods
- ❖ Use depends on demand driven information in a locally suited - content, maintenance and updation
- ❖ Information in local language in an easy accessible location
- ❖ Reliable and complete information delivery
- ❖ Graphics with audio and text - lasting impressions
- ❖ Knowledge gain reflected in the practices they adopt
- ❖ Can be installed in Milk Collection Centres



MOBILE TELEPHONY

- Portable technology – fastest growing segment
- Extended to –unable or unwilling to access public services
- Reduce information asymmetry
- SMS / Voice Messages / MMS
- Potential tool for agriculture development



SMS/ Voice SMS/ MMS

- Majority used SMS services
- Credibility of source is important
- Preferred time – evening
- Voice SMS preferred over text SMS – overcome illiteracy
- Information provided at free of cost
- Ready to share and pay worthy information by group – entitlements / schemes
- Stored or recorded for future reference
- Duration of voice SMS limited to 40 seconds, felt as optimum
- Supported by Kisan Sanchar

Community Radio

- Promising model of radio broadcasting
- Community goals, needs, issues addressed
- Mix of orthodox cultural arts
- Local language and dialect(s) used
- No sponsored programmes
- 50-Watt transmitter
- Coverage - 25 kms radius



- ❖ Tailor made programmes broadcasted and feedback obtained
- ❖ Women folk satisfied with broadcast on dairy farming
- ❖ Clarity of the message in local accent promising
- ❖ Message treated properly - redundancy, content, entropy, entertainment
- ❖ Message delivery in local dialect, by own local people, time of broadcasting - keys

Performance of ICT tools

S.No	ICT Tool	Experiment Group	Change / Significance
1	Poultry Expert System	Commercial Poultry Farmers	Significant 0.596** (r' value)
2	Information Kiosk	Landless Cattle Owners	Significant
3	Multi purpose LCD system	Dairy Farmers (WSHG)	Significant 25-46%
4	Mobile Telephony	Meat Consumers (Urban)	Significant 40.00%
5	Mobile Telephony	Dairy Farmers (WSHG)	Significant 25-46%
6	Community Radio	Dairy Farmers (Women)	Significant 41.00%
7	Multimedia modules	Nomadic shepherds	Significant 18.263** (r' value)

Web portals

One stop shop for all information
 Problem-solving system dedicated to find solutions
 Answers to agri-related queries are sent in 24 to 72 hours depending on the difficulty

CORE Dashboard (CM Office Real Time Executive Dashboard)

Veterinary Education Online

MOOC @ NAARM.....

Massive Open Online Course Asynchronous Learning

- Competency Enhancement Through Microteaching Methodology
- Use of MOODLE as platform for hosting the MOOC
- Successful demonstration of MOOC through MOODLE
- Short courses, vocational courses, skill based courses for agriculture and allied disciplines

Feed Back Analysis - MOOCs

Attributes

- Accessibility
- Asynchronous learning
- Convenience
- Cost effectiveness
- Dialogue
- Discussion Forum
- Duration of course
- Effective platform
- Evaluation
- Flexible training and - learning
- Hands on experience
- Interactivity for cross learning
- Enhanced Knowledge, Skill and Attitude
- Multi-disciplinary
- Multiplier effect
- Strengthening of Networking
- Physical barriers
- Reinforcement of learning
- Optimal use of resources
- Technology Enhanced Learning
- Improved User attributes

Problems in using MOOC

- Limited scope for live instantaneous discussions and conversations
- Poor/ no internet connection
- Band width and speed sometimes problematic in downloading
- Very short period of time (duration) of course
- Video content is not good
- Becomes difficult to focus regularly with daily work schedule
- Net connectivity / continuity
- Regular office hours are not suitable
- Time management is a problem
- Lack of knowledge in using ICT

Conclusion

- Greater potential for use of Information and Communication Technology in Agriculture / Animal Husbandry Extension and Education
- Identification of areas for development of ICT tools and better dissemination of expert advice to the needy farmers
- New devices should be user centred and development should be based on the needs of the farming community for its effective utility
- Pilot / Field testing thoroughly for better adoption by farmers, prior to introduction on large scale

Information and Communication Technologies for all
"Empowering People to Cross the Digital Divide"

THANK YOU

Social media and Computing metrics

Mr. Bhikshapati



Overview

- Social media introduction
- 6 Steps to create your social media plan
- Budgeting for social media
- Bringing it together
- Q & A

What is Social Media?

Social media is media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques.

-- wikipedia.org



What is Social Media?

- An ongoing conversation that's happening RIGHT NOW
- A promotional channel for content distribution
- A long-term return on efforts
- A steady stream of information for:
 - Research
 - Feedback
 - Building Relationships



Current Statistics

- 3 out of 4 people use social networks regularly
- Social media has overtaken email as the #1 activity on the web
 - 17% of all web usage
- There are over 200 million blogs
 - 900,000 blog posts every day
 - 34% post opinions about companies, brands, and products
- 93% of social media users believe companies should have a presence in social media



Social Media Platforms



- Of 400 Million users, 20 Million join fan pages every day
- 5 Billion links, photos, and videos are shared on Facebook every day
- Fastest growing segment on Facebook is 35 years and older
- Radio and TV took decades to reach 50 million users.
 - Facebook added 100 million users in 6 months



Social Media Platforms



- Over 80 Million users
- 80% of Twitter usage happens off of twitter.com
- Over 10 Million updates per day



Social Media Platforms



- 2nd largest search engine on the web
- 4th largest site on the web
- 13 hours of video uploaded to YouTube every minute
- 9.5 Billion videos streamed online in April, 2009 – YouTube made up 58%
- Over 1 Billion views per day



How is Social Media used?

- Customer Service
- Product/Service Feedback
- Industry Networking
- Promotions/Contests
- News, company updates
- Internal Collaboration



Case Study: Martell Home Builders

- Started SM May 2007
- Use Twitter, SmugMug, Facebook, YouTube, Blog, Yelp
- Approximately 1 hour per day
- Sold 16 homes in 2007, 40 in 2008, and over 100 in 2009



Case Study: Martell Home Builders

Customer-Centric Strategy:

- Fresh blog content helps in search engines
- GPS tracking in trucks with Google Maps
- YouTube videos sharing employee stories
- Weekly project photos for clients



Case Study: Martell Home Builders

“When you create a culture of transparency, you really need to deliver with your “A” game EVERYDAY!... Everyone on the team feels this, and allows me to keep a “pulse” of what our customers needs are.”

- Pierre Martell



Case Study: Martell Home Builders

Why they are successful:

- Realized the importance of relationships with customers
 - Used SM to support it
- Transparency
- Well defined SM objectives
- Internal shared vision
- Streamlined process reduces time
- Sell experience directly to consumers



Creating a Social Media Plan

Steps:

- Preplanning
- Listen to the conversation
- Create your target profile
- Set specific goals
- Join the conversation
- Measure ROI

Step 1 – Preplanning

Questions to ask:

- How does information flow in my industry?
- Where do people get their information?
- How do consumers interact in my industry?
- Do they hang out in networks?
- What influences my customers?

What channels are you currently using?



Email



Direct Mail



Websites/Online Ads



Newsletters

Step 1 – Preplanning

Asking Questions reminds you **who you are** and **who you want to be**

It also indicates how **social media** can be used to **compliment** your business goals

-@People 2009

Step 2 – Listen to the Conversation

- Secure your brand on social platforms
 - Blogs, Twitter, Facebook, LinkedIn
 - Username are often unique
 - Try to be consistent
- Set up monitoring platforms
 - Google Alerts
 - SocialMention.com
 - Technorati
 - Twitter Search
 - Radian6
- Use special queries
 - AND, OR, ""



Step 2 – Listen to the Conversation

Keyword categories to identify:

- Key industry influencers
- Competitors
- Industry news sources
- Blog comments

Step 3 – Create Your Target Profile

- Target Audience is age 24-50 males
 - \$350 Billion in spending power
 - 16 to 19 hours online each week
 - 96% of them have joined social networks
- 78% trust peer recommendations
 - Only 14% trust advertisements
- Belong to:
 - Twitter: 31
 - Facebook: 33
 - LinkedIn: 39



-Consumer 2.0 & Post Internet

Step 3 – Create Your Target Profile

- Find key attributes from listening
- Chart out their presence in social media
- Market Segmentation
 - Demographic
 - Age, Gender, Family Size, Social Class, Income
 - Geographic
 - Region, Population, Climate
 - Psychographic
 - Activities, Interests, Opinions, Attitudes
 - Behavioralistic
 - Brand Loyalty, Benefits Sought, Readiness to Buy
- Continue to gather customer information along the way



Create Your Target Profile

Action Items:

- Establish Target Profiles
- Give them names, photos, or anything else that helps you relate to them

Step 4 – Set Specific Goals

- Brand Awareness/Advocacy
- Increase Traffic/Opt-ins
- Business Partnerships
- Search Engine Results
- Generate Leads
- Reduce CRM Costs
- Increase Revenue



Step 5 – Join the Conversation

Phases of Social Equity

- Awareness
 - Low Equity
 - Value & Fun
 - Qualify fans and followers
- Engagement
 - Medium Equity
 - Increase long-term communication
- Social Commerce
 - High Equity
 - Product reviews, exclusive pricing, product previews, registration



-socialmediatoday.com

Step 5 – Join the Conversation

Establish an Editorial Calendar

- Choose a specific schedule for days you will be posting
- Helps stay on track and organize content
- Be consistent
- Refer to the calendar when you need content ideas



Step 5 – Join the Conversation

Be Transparent and Authentic

- Don't be evasive
- Offer your name, title, organization, experience
- Admit your interests in the topic
- Define your credibility
- Be consistent across all SM profiles and platforms



Step 5 – Join the Conversation

Think conversation, not campaign

- Don't focus on selling
- Ask questions/Respond
- Provoke engaging dialogue
- Earn a reputation



Step 5 – Join the Conversation

Be the expert in your industry

- Write about what you know, and offer insights to those who ask for it
- Offer links to resources you find
 - Those authors might return the favor
- When consumers trust your content, they'll trust your products



Step 5 – Join the Conversation

Have rules of engagement

- Know what to do with negative comments
- Determine who will be involved in responses
- Admit mistakes and thank those who bring it to your attention
- Respond kindly
- Turn brand detractors into advocates



Step 6 – Measure ROI

What is ROI?

- Non-financial
 - Visitors, WOM, Page Views, Fans, Followers
- Financial
 - Sales, Revenue, Transactions, Coupons

ROI does not have to be \$\$ to be valuable



Step 6 – Measure ROI

Qualitative

- Are we part of our industry's conversation?
- How do our customers perceive us versus our competitors?
- Did we build key relationships?
- Moving from monologue to dialogue?

Quantitative

- Website Analytics
- Social Mentions
- SEO Ranking
- Link clicks
- Newsletter/Email Subscribers

Step 6 – Measure ROI

Establish before/after baseline

- What did your online environment look like before social media?
 - 5.5% YoY growth
- What does it look like now?
 - 23.5% YoY growth
 - What caused the increase/decrease?

Step 6 – Measure ROI

Develop activity timelines

- Diagram exact dates in which key social media activities occurred
 - 8/11 blog started
 - 8/13 facebook page started
 - 9/15 FB ad campaign begins
 - 9/17 FB ad stops
 - 10/22 product mentioned on techcrunch.com
- Any events that may impact the campaign
- Milestones
 - 500/1000/10000 fans
 - First link with 100 clicks

Step 6 – Measure ROI

Look at Key Performance Indicators

- Transactions
- New Customers
- Sales
- Revenues
- Average Order size
- Funnel Goal Completions

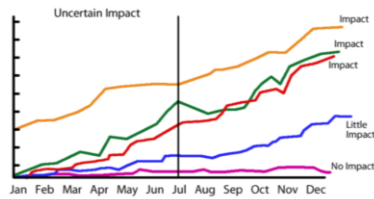


- Be specific
- Frequency, Reach, Yield
 - How often, How Many, How Much

Step 6 – Measure ROI

Overlay all timelines and look for patterns

- SM activities
- SM data
- Website Metrics
- Store Transactions
- Loyalty Metrics

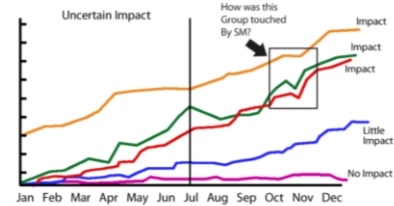


Step 6 – Measure ROI

Prove relationships

How were specific metrics related to social media efforts?

- Facebook Promo
- Product Launch
- Coupon Offer
- Twitter Contest



Measure ROI

Action Items:

- Track key social media activities over time
- Set up analytic tools
 - Google Analytics
- Make necessary adjustments to increase qualitative first
 - Many times quantitative numbers follow qualitative efforts
- Compare metrics to goals

Budgeting for A Successful Social Media Plan

Wait... isn't Facebook free?

Determining SM Budget

Allocation vs. Addition

- What are your goals?
- How much is your overall marketing budget?
- What tactics are you currently using? How are they working?
- What are your internal resources?

Budgeting for Social Media

- Time
- Design & Branding
- Analytic Tools
- Social Monitoring
- Automation applications
- Social Media Advertising
- Outsourcing/Consulting

– Ignite Social Media Blog 2008

Levels of Social Media Engagement

Level I

- Placeholders
 - Securing a username, setting up fan pages

Level II

- Short-term promotion
 - Answering questions
 - finding key influencers in your industry

Level III

- Dedicated Strategic Engagement
 - Active profiles on several platforms
 - Promotions, contests, active content distribution

Determine your level of engagement and budget for time accordingly.

Bringing it Together

Ok... but where do I start?

Tips to get started

- Start with the platforms you can actively maintain
- What outsourcing is needed?
 - Design, development, content management, brand monitoring, audience research
- Plan your content flow
- Find tools to automate processes
 - Ping.fm
 - HootSuite
 - Tweetdeck
 - Sendible



Additional Resources

Books

- Engage – Brian Solis
- Trust Agents – Tara Hunt
- Six Pixels of Separation – Mitch Joel
- The New Community Rules – Tamar Weinberg

Online

- SocialMediaToday.com
- Mashable.com
- BrianSolis.com

Why do you need to measure Social Media?

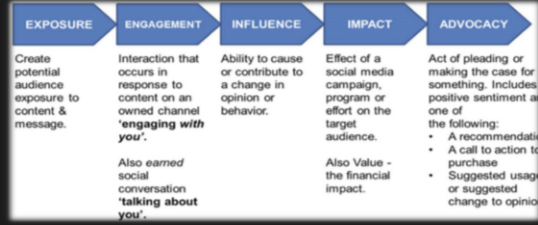
Simply stated:
 "What gets measured, gets improved." ~
 Rebekah Seragih



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Social Media Metrics Model



Bartholomew, D. (n.d.). *A New Framework for Social Media Metrics and Measurement* [Blog posting]. Retrieved from <http://bit.ly/1bw3ypl>

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@Nichole_Kelly - The Three Primary Goals of Social Media



Creating a SM Measurement Strategy



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WHAT CAN YOU MEASURE?

Facebook Analytics

- Admin Posts
- People Talking About This
- Stories Created
- User Mentions
- Total Reach
- Total Impressions
- Consumers
- Page Mentions
- Organic Reach
- Viral Reach



Shively, K. (2012, December 20). 40 Key social metrics defined [Blog post]. Retrieved from <http://bit.ly/1a80ca>

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Twitter Analytics



- Followers
- Tweets
- Mentions
- Replies
- Retweets
- Potential Impressions
- Potential Reach
- Engagement per Tweet
- Total Engagement

Shively, K. (2012, December 20). 40 Key social metrics defined [Blog post]. Retrieved from <http://bit.ly/1a80ca>

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LinkedIn Analytics

- Size of your network
- Number of new invitations
- Number of LI profile views
- Times your profile shows up in a search
- Percentage of target audience profile views
- Interaction level
- Number of skills & expertise endorsements
- Number of recommendations
- Selling activity success



Moran, G. (2013, June 9). Size Matters. How To Measure Your LinkedIn Social Selling Success [Blog post]. Retrieved from <http://bit.ly/1a80ca>



Web Analytics

- Pages
- Pageviews
- Time on site
- Engagement
- Clicks
- Clickpaths

- Referral websites traffic
- Search engines traffic
- Direct traffic
- Top keywords
- New visitors
- Returning visitors
- Bounce rate
- Abandonment

Hounsokou, F. (2013, February 11). 10 metrics to effectively track your website [Slideshare post]. Retrieved from <http://bit.ly/1785y4Y>

Blog Analytics

- Total number of posts on your blog
- Average number of posts per day
- Average number of words per post
- Total number of comments on your blog
- Average number of comments per day
- Average number of comments per post

Wordpress.org. (n.d.). Advanced blog metrics [Blog post]. Retrieved from <http://wordpress.org/plugins/advanced-blog-analytics/>. Ph.D., CSMS

YouTube Analytics

- Total Uploads
- New Video Views
- Subscribers
- Average Views per Video
- Total Engagement
- Total Ratings
- Total Engagement

Shively, K. (2012, December 20). 40 Key social metrics defined [Blog post]. Retrieved from <http://bit.ly/1a80k1t>

Google+ Analytics

- Brand Posts
- Reshares
- Circles
- Newly Added to Circles
- Have you in Circles

Shively, K. (2012, December 20). 40 Key social metrics defined [Blog post]. Retrieved from <http://bit.ly/1a80k1t>

Pinterest Analytics

- Average Repins per Pin
- Average Likes per Pin
- Average comments per Pin
- Average 2nd Degree Followers
- Follower Engagement
- Short Term Follower Engagement
- Reach
- Velocity

- Impressions
- Reach
- Clicks
- Most Recent
- Most Repinned
- Most Clicked
- Top Fans and Influencers
- Top Pins
- Total Interactions

Walter, E. (2013, August 12). The Ultimate Guide to Pinterest Metrics for Every Brand [INFOGRAPHIC]. Retrieved from <http://bit.ly/177t6in>

Instagram Analytics

- Likes
- Total Engagement
- Filters
- Best Time for Engagement

Shively, K. (2012, December 20). 40 Key social metrics defined [Blog post]. Retrieved from <http://bit.ly/1a80k1t>

NOW ITS TIME TO TAKE ACTION & MEASURE!

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Apply the SMM&M Strategy

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REPORTS, TOOLS, BOOKS, & RESOURCES

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Free Reports

- 30 social media metrics defined and explained - <http://bit.ly/1IarMip>
- Ian Cleary – Razor Social - <http://www.razorsocial.com/>
- The Social Media ROI Cookbook - <http://www.slideshare.net/Altimeter/the-social-media-roi-cookbook>
- Free Social Media Analytics in Excel & On The Web - <http://simplymeasured.com/free-social-media-tools>
- Guide to Twitter Analytics - <http://simplymeasured.com/blog/category/guide-to-twitter-analytics/>
- Guide to Facebook Analytics - <http://simplymeasured.com/blog/category/guide-to-facebook-analytics/>
- KISSmetrics FREE Marketing Guides - <http://blog.kissmetrics.com/marketing-guides/>

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Tools, Tools, & More Tools

- Tools Used by the Experts - <http://www.razorsocial.com/category/asktheexpert/>
- 10 free metrics tools - <http://socialbrite.s3.amazonaws.com/10-free-metrics-tools.pdf>
- Free social media tools - <http://simplymeasured.com/free-social-media-tools>
- 39 Awesome Tools and Resources for Blogging and Social Media Marketing - <http://bit.ly/11dZZFN>
- 50 Top Tools for Social Media Monitoring, Analytics, and Management – <http://bit.ly/13sjc6j>
- Top 25 Free Website Grader Tools - <http://upcity.com/blog/2013/04/top-25-free-website-grader-tools/>

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Tools, Tools, & More Tools

- 12 Awesome Pinterest Tools To Power Up Your Marketing - <http://bit.ly/14K6HMm>
- 29 Tools to Enhance Your Business Blog - <http://bit.ly/10R7WTe>
- Free Twitter Analytic Tools: The Ultimate Guide - <http://www.razorsocial.com/free-twitter-analytics/>
- 5 Free Instagram Analytics Tools One Must Use!! - <http://www.dazeinfo.com/2013/04/19/5-free-instagram-analytics-tools-one-must-use/>
- 5 Tools to Grow Your Presence on Google Plus - <http://bit.ly/VPuHmh>
- See who is tracking you (Lightbeam) - <https://addons.mozilla.org/en-US/firefox/addon/lightbeam/>
- Advanced Blog Metrics – Wordpress Plugin - <http://wordpress.org/plugins/advanced-blog-metrics/>

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My Favorite Books

©Michelle Post, Ph.D., CSMS

Resources

- 10 useful Google Analytics custom dashboards - <http://bit.ly/12QO8Qw>
- Gerry Moran Infographic: 9 Simple Ways to Measure Facebook and Twitter Success - <http://bit.ly/17eIVe1>
- Get A Pulse: The Best Social Media Metrics To Track For Your Brand - <http://bit.ly/1eVylYk>
- How to Use Pinterest Analytics: 6 Metrics Worth Measuring - <http://www.socialmediaexaminer.com/pinterest-analytics/>
- Making the Most of LinkedIn Insights - <http://bit.ly/135wPIV>
- Top Ten Steps to Measure Social Media Return on Investment (ROI) - <http://bit.ly/KmjiYC>

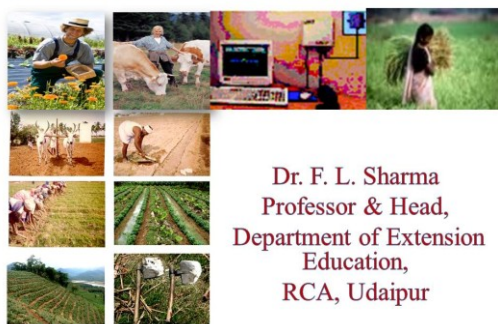
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29-09-16

PARADIGM SHIFT IN AGRICULTURAL EXTENSION

Dr. F. L. Sharma

PARADIGM SHIFT IN AGRICULTURAL EXTENSION

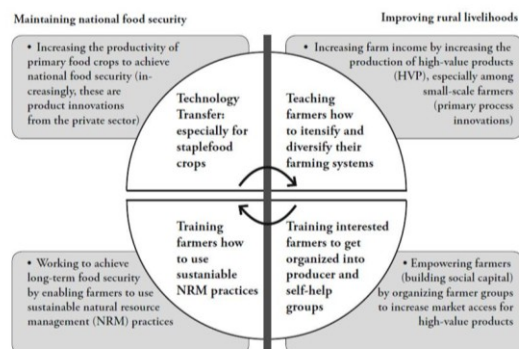
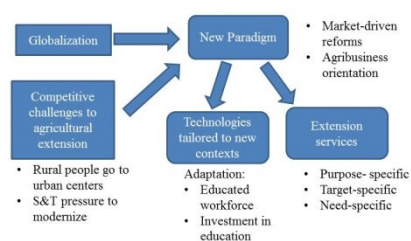


Dr. F. L. Sharma
Professor & Head,
Department of Extension
Education,
RCA, Udaipur

Four paradigm of agricultural extension

- Technology Transfer
- Advisory work
- Human Resource Development
- Empowerment

Factors shaping extension paradigms



Agricultural Extension System



Extension approaches by British government in India

- Till the last quarter of 19th century nothing was done by foreign rulers. During 19th century 33 famines took place, in that 18 famines occurred b/w 1875-1901. This forced the Government to appoint some commissions and recommended rural development work.
- **They followed certain acts like:-**
- Land improvement loan act and Agriculture loan act 1888.

Cont....

- Cooperative loan act 1904.
- Amendment of cooperative act in 1912.
- Establishment of development departments like agriculture, animal husbandry, irrigation etc.
- Some irrigation project for control of famine.
- In 1935 Village uplift Board was started.
- These acts were failed because the activities not based on detailed studies or need and resource of people, it never emphasized the people's participation, cooperation & involvement. It never tried to create confidence in the people through education.

DEVELOPMENTAL PROGRAMMES

Different Development programmes are divided in to two eras on their launching years viz.,

- Pre-independence era
- Post-independence era

A) Pre-independence era

Some social workers and thinkers were moved by the miseries of the rural people. They were inspired by profound humanism. These past experiments were helpful in framing the future rural development programmes and hence are discussed in great detail.

Sr.No	Name of Activity or Programme	Starting year	Name of the worker	Remarks
1.	Co-operative movement	1904	F. Nicholson	Individually financed
2.	Gurgaon Project (Haryana)	1920	F.L. Brayne	Concept of Village Guide
3.	Sevagram (M.S)	1920	M.K. Gandhi	To spread Charakha & Khadi
4.	Sriniketan (W.B)	1921	R.Tagore	Concept of VLW
5.	Marathandam project (Kerala)	1921	Spencer Hatch	With the help of YCMA
6.	Etawah Pilot Project	1948	Albert Mayer	
7.	Nilokheri Experiment	1948	Shri. S.K. Dey	Created a 'Mazdoor Manzil'
8.	Firka Development Project	1950	Madras Govt. (Prakashan)	Promoting Khadi & village industries

♦ COMMUNITY DEVELOPMENT PROGRAMME ♦

- Community Development Programme launched in 1952.
- Community Development is a method of assisting the village people in desiring and achieving certain improvements in their life and ways of living.
- The community development involves a change or modification or development in the motives, attitudes, habits and practices of thousands of people in their individual, family and community life. This change amount to " a cultural change through cultural development" of the people.

♦ NATIONAL EXTENSION SERVICE ♦

It was launched on 02 October, 1953 in the areas, which were not covered by CDP.

Objectives:

- ❖ To integrate the efforts of all the developmental departments at the village level with a view to provide quick help and service to the rural people.
- ❖ To intensify the impact of the extension service on village with a view to improve all aspects of village life, to change the outlook of the farmer and to mobilise local initiative and resources for the betterment of rural conditions.

♦ PANCHAYAT RAJ SYSTEM ♦

- 1957 Balwant Rai Mehta Committee appointed to suggest measures to remove obstacles from CDP
- Three tier system of local Govt. –
Gram Panchayat (Village level),
Panchayat Samiti (Block level),
Zilla Parishad (District level)
- The three-tier system aimed to link Govt. and elected representative.
- To decentralise decision making
- To shift decision making closer to people and encourage their participation
- To place Bureaucracy under people's control

Agriculture Development Programmes

There are so many important and successful programmes are implemented by the Govt. for agriculture development including. Some important programmes are listed below.

Sr.No.	Year	Name of programme
1.	1948	GMFC- Grow More Food Campaign
2.	1952	CDP- Community Development Programme
3.	1953	NES- National Extension Service
4.	1960	IADP- Intensive Agricultural Devlpt. Progrm.
5.	1964-65	IAAP- Integrated Agril. Area Programme
6.	1966-67	HYVP- High Yielding Verities Programme
7.	1970	DPAP- Draught Prone Area Programme

8.	1970	IDFAP- Dry Farming Area Programme
9.	1971	IICDP- Integrated Cotton Development Programme
10.	1971	SFDA- Small Farmers Development Agency
11.	1974	T&V- Training and Visit System
12.	1974	KVK - Krushi Vigyan Kendra
13.	1975	CADP- Command Area Development Programme
14.	1978	IIRD- Intergraded Rural Development Programme
15.	1978	DDP - Desert Development Programme
16.	1979	LLP- Lab-to-Land Programme
17.	1979	INARP -National Agricultural Research Project
18.	1979	TRYSEM-Training of Rural Youth for Self Employment
19.	1981	RLEGP- Rural Landless Employment Guarantee Progrm.
20.	1982	IDWCRA- Develpt of Women and Children in Rural Areas
21.	1989	JRY -Jawahar Rojgar Yojana
22.	1998	INATP -National Agricultural Technology Project

Cont....

23.	1997	GKY- Ganga Kalyan Yojana
24.	1998	ATMA -Agricultural Technology Management Agency
25.	1999	SGSY- Swarnjayanti Gram Swarajgar Yojana
26.	2000	PMGSY- PM Gram Sadak Yojana
27.	2001	SGRY- Sampoorna Gramin Rojgar Yojana
28.	2005	BNY- Bharat Nirman Yojana
29.	2005	NAIP -National Agricultural Innovation Project
30.	2006	MGNREGA- Mahatma Gandhi National Rural Employment Guarantee Act
31.	2011	NFSB- National Food Security Bill

NEW APPROACHES IN AGRICULTURAL EXTENSION

1. National Agricultural Technology Project (NATP)
2. Agricultural Technology Management Agency (ATMA)
3. Agricultural technology information centre (ATIC)
4. National Agricultural Innovation Project (NAIP)
5. Information and communication technology (ICT)
6. Krishi vigyan kendra (KVK)
7. Farmer field school (FFS)
8. Training and visit system (T&V)
9. Communitisation of extension services

National Agricultural Technology Project (NATP)

- This project was introduced in the IX five year plan (1997-98 to 2001-02).
- Govt. of India initiated NATP with the financial assistance of World Bank
- Three components of the project:
 - i) Developing an organization and mgt. system.
 - ii) support for agro eco system research.
 - iii) innovations in technology dissemination

Agricultural Technology Management Agency (ATMA)

- ATMA is initiated in the year 1997-98
- It is registered society for the technology dissemination
- Pilot Project and Decentralized Extension Approach under NATP
- Focus on diversification and increasing farm income
- It is implemented through ATMA Governing Board and Management Committee

Agricultural technology information centre (ATIC)

- Single window delivery system.
- It was first started at Bhopal in 1998-99.
- There are 44 centres in India, 16 centres under ICAR institute, 28 centres under State Agriculture University. From which three at Rajasthan.
- Functional components are products, service and information.

National Agricultural Innovation Project (NAIP)

- ◆ Implemented by ICAR (since 2006-07)
- ◆ Consortium mode
- ◆ Four major components:
 - a) ICAR as the catalyzing agent for the mgt. of change in the Indian NARS
 - b) Research on production to consumption systems
 - c) Research on sustainable rural livelihood security
 - d) Basic and strategic research in the frontier areas of agricultural sciences

Information and communication technology (ICT)

1. ICT is an umbrella term
2. ICT tools and application
3. The role of ICT in agriculture
4. ICT approaches
 - i. Knowledge management
 - ii. Websites and web portal
 - iii. Expert system
 - iv. Networks

Krishi Vigyan Kendra

- First KVK was established in 1974
- Total KVKs are working-670
- Mandates of the KVKs are:
 - a) Vocational training
 - b) On farm testing
 - c) in-service training
 - d) front line demonstrations
 - e) Knowledge and Resource Centre

KVK-Net Communities



Farmer field school

- The first field school were established in 1989 in central Java in Indonesia
- It was introduced by FAO to find solution of brown plant hopper of paddy.
- The farmer field school is a group-based learning process.
- Objective of FFS:
 - a) Analyze production system
 - b) Build farmers capacity
 - c) Identify major constraints
 - d) Test possible solutions
 - e) Conserve natural enemies of crop pest

T & V Systems

- It is known as the Benor system
- it is started in 1974 in command area of Rajasthan and West Bengal
- T & V system is single line command programme
- objectives:
 - i) coordinating research, training and extension activities
 - ii) to make research more effectively as per needs and situation
 - iii) to evolve an extensive training programme on systematic basis

Department of Agriculture & Cooperation

1. Rashtriya Krishi Vikas Yojana (RKVY)
2. National Food Security Mission (NFSM)
3. National Horticultural mission (NHM)
4. Technology Mission On Horticulture
5. Macro Management of Agriculture Scheme (MMA)

6. Integrated Scheme of Oil Seeds, Pulses, Oil palm and Maize (ISOPOM)

7. National Bamboo Mission

8. Technology Mission on Cotton (TMC)

Rashtriya Krishi Vikas Yojana (RKVY)



- This scheme is initiated on 16th August, 2007.
- An additional Central Assistance Scheme (now RKVY) that incentivizes states to increase public investment in Agriculture and allied sectors.
- The RKVY is a flagship scheme of the government.
- The RKVY is a State Plan Scheme.
- RKVY aims at achieving 4 % annual growth in the agriculture sector during XI plan period.

National Food Security Mission (NFSM)

- NFSM has been launched from 2007-08.
- NFSM have three components:
 - i) NFSM-rice ii) NFSM-wheat
 - iii) NFSM-pulses
- Main aim is to increase production of rice by 10 million tons, wheat by 8 million tons and pulses 2 million tons by the end of XI plan.
- Implementation in a mission mode through active involvement of stake holders



National Horticultural mission (NHM)

- NHM was started 2005-2006.
- This is Centrally sponsored scheme (100 %).
- During the XI Plan, the Government of India assistance will be 85% with 15% contribution by the State Governments.
- Objectives:-
 1. To provide holistic growth of the horticulture sector through an area based regionally different strategies.
 2. To enhance horticulture production.
 3. Improve nutritional security and income support to farm households.

Technology Mission On Horticulture

- ❖ The Mission for Integrated Development of Horticulture was launched in 2001-02.
- ❖ Mission address issues related to production and productivity, post harvest handling, marketing and processing of horticultural crops in the North Eastern states.

Integrated Scheme of Oil Seeds, Pulses, Oil palm and Maize (ISOPOM)

- Integrated Scheme of Oilseeds, Pulses, Oil palm and Maize (ISOPOM) being implemented from 2004
- **The salient features:**
 1. Flexibility to the states to utilize the funds for the scheme/crop of their choice.
 2. Annual action plan to be formulated by the State Governments for consideration and approval of the Government of India.
 3. Flexibility to the states for innovative measures.
 4. Involvement of private sector by the State Governments.
 5. Flexibility for inter component diversion of funds up to 20% for non-seed components only.

Macro Management of Agriculture Scheme (MMA)

- 1) This Scheme was launched in 2001.
- 2) The basic objective of food security and to improve the livelihood system for rural masses.
- 3) MMA scheme focusing on rice, wheat, coarse cereals, sugarcane, soil health, nutrient and pest management, farm mechanization and watershed development.



National Bamboo Mission



- The Cabinet Committee on Economic Affairs, on 2006, approved the Centrally Sponsored Scheme on National Bamboo Mission of the Department of Agriculture & Cooperation.
- **Objectives:-**
 - Promote the growth of the bamboo sector through area based regionally different strategies.
 - Increase the coverage of area under bamboo in potential areas.
 - Promote marketing of bamboo.
 - Generate employment opportunities for skilled and unskilled persons, especially unemployed youths.

Technology Mission on Cotton (TMC)

- ❖ The Government of India set up the Technology Mission on Cotton.
- ❖ It launched on 19th Feb 2000 by the Prime Minister
- ❖ **OBJECTIVES:-**
 1. To improve the yield and quality of cotton
 2. To increase the production and productivity of cotton
 3. Increasing income of cotton growers

MAHATMA GANDHI NATIONAL RURAL EMPLOYMENT GUARANTEE ACT (MGNREGA)

FEATURES :

- ❖ The NATIONAL RURAL EMPLOYMENT GUARANTEES ACT- 2005" It is also known as NREGA.
- ❖ NREGA Launched on 2nd February 2006 as a momentous initiative towards pro-poor growth.
- ❖ The National Rural Employment Guarantee Act, 2005 (NREGA) guarantees 100 days of employment in a financial year to any rural household whose adult members are willing to do unskilled manual work.
- ❖ NREGA renamed as MGNREGA on 2 October, 2009.



BHARAT NIRMAN YOJANA

- Launched on December 16, 2005.
- Under **Bharat Nirman**, developmental works are undertaken in the areas of irrigation, road, rural housing, rural water supply, rural electrification and rural telecommunication connectivity.
- Three of the goals of Bharat Nirman fall within the mandate of the Min. of Rural Development:
 - rural connectivity
 - rural housing
 - rural water supply
- Specific targets so that there is accountability in the progress of this initiative.
- Bharat Nirman an effort to unlock rural India's growth potential and key for ushering a new era 'National Common Minimum Programme' (NCMP)

Present scenario of agriculture production

- ❖ Food grains: 263 million tons (5 times increase)
- ❖ Fruit & vegetable: 285 million tons (9.50 times increase)
- ❖ Milk production: 147 million tons (9.30 times increase)
- ❖ Fish production: 10 million tons (12.50 times increase)
- ❖ Egg production: 89 billion (39 times increase)

Bridging the Digital Divide: Inclusive Development through Knowledge Empowerment

Nancy J Anabel

Bridging the Digital Divide: Inclusive Development through Knowledge Empowerment

29.09.16

Nancy J Anabel
M S Swaminathan Research Foundation



Agriculture

Paucity of access to adequate & timely information and knowledge on

- Early Warning : weather, water release for irrigation and high heat wave
- Climate smart Practices in agriculture, soil health & water management
- Climate triggered pest and disease incidents and its management practices
- Alternative Cropping and Bio Fertilizers
- Market rate & Government schemes

Lack of access to technology among women

Gap in scientific Know-how and field level do-how

Poor linkage: Lab- Land and Land-Lab

Fragile marketing linkage

Fisheries

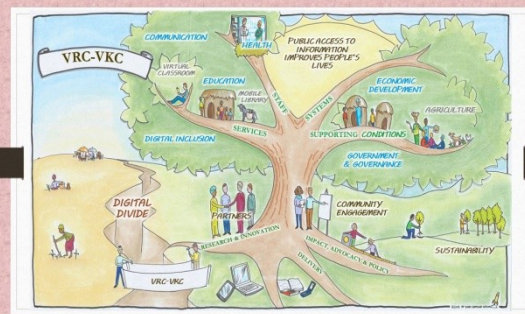
- Lack of real-time information & Early warning
- Uncertainty in weather conditions
- Lack of awareness on safety measures
- Lack of awareness and poor capacity on new technologies
- Poor knowledge on Alternate Livelihoods
- Produces - Unhygienic Fishing practices
- Reduced yields and Reduction in fish catch

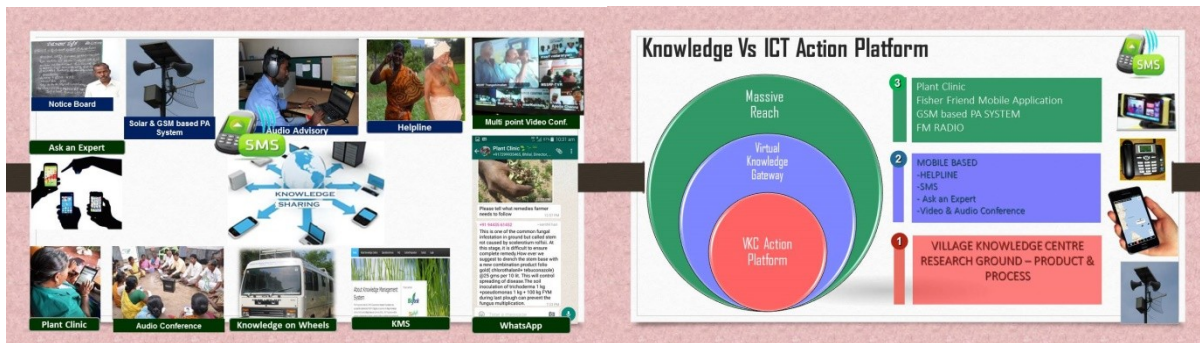
Linking
Science with Society

Information
Communication
Technology as a
pathway...



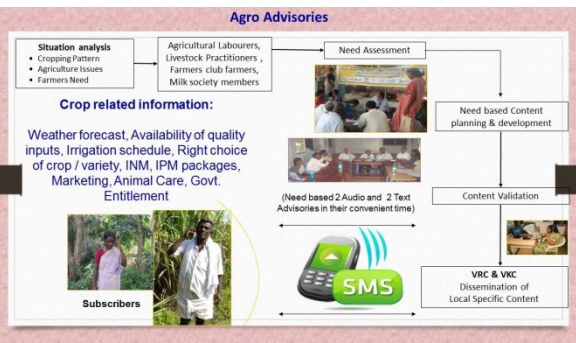
Hub and Spokes Model for Transformational Change





Farmer Friend Programme

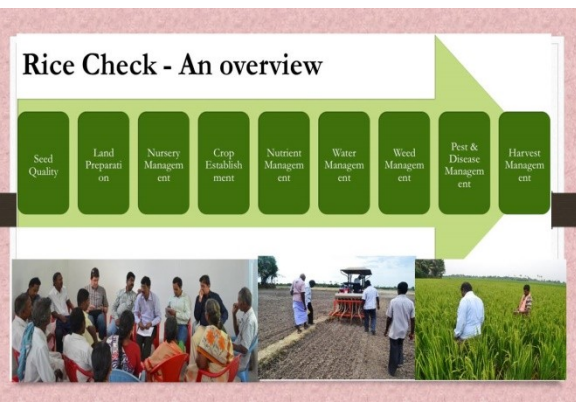
- Early Warning information and Knowledge, and agro advisories for decision making
- Promotion of Climate Smart Agricultural practices
 - Soil health management
 - Pest and disease management
 - Water use efficiency
 - Animal health



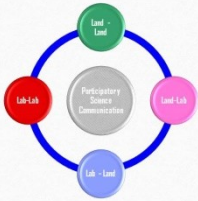
Plant Clinic

Wifi / 3G Tablet App with prescription form App to deliver information
Phone connection SMS to farmers

Video: \micro scope video - TYR13.wmv



Building Adaptive Capacity of Farmers



Livestock Care and Management



Mr. V Kishan Naik
Telangana

*Realized 35 bags of paddy (70 kg each=2450kg) per acre with premium market price of Rs.18/kg. Compared to previous years, gained an increased yield of 700 kg per acre with an additional income of Rs 16100**

Mr. Ramalingam
Tamil Nadu



Timely advice for treating gooseberry trees & better marketing strategy improved the yield, quality & additional market price of Rs. 7/kg. He markets 1.5 tons every season.



Ms. Baby
Tamil Nadu

Helpline... rescued 5 goats from disease and restored the capital investment of Rs.15000/-

Technology.... A lifeline for Livestock



Ms. Leelavathi & farmers saved 45 goats & sheep worth of Rs. 2,25,000

Last summer sheeps & goats died within 2 days due to Liver fluke, a sudden epidemic
s. Leelavathi & a few farmers approached VKC for solution.
The staff took and shared the photographs of affected liver parts of the goat with Dr Aparna Veterinary Doctor
An audio conference was held with Dr Aparna about the disease and its curative measures.
Triclabendazole to treat Liver fluke was recommended and controlled Liver fluke.



Fisher Friend Programme



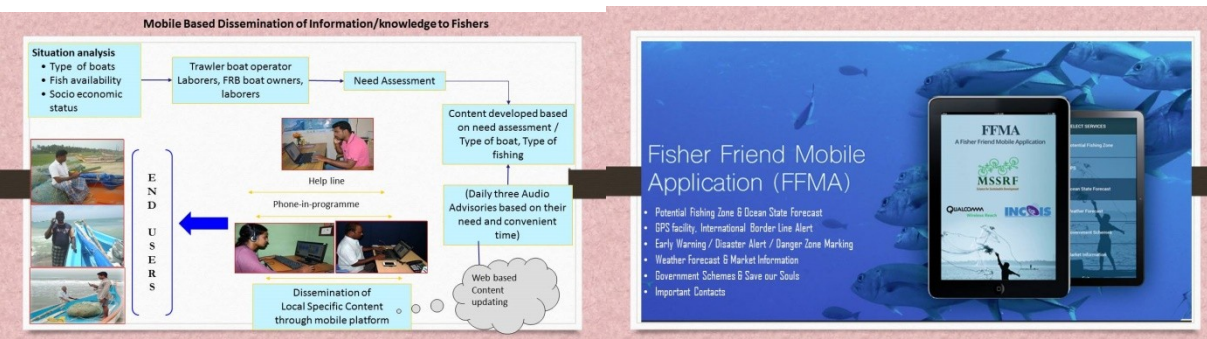
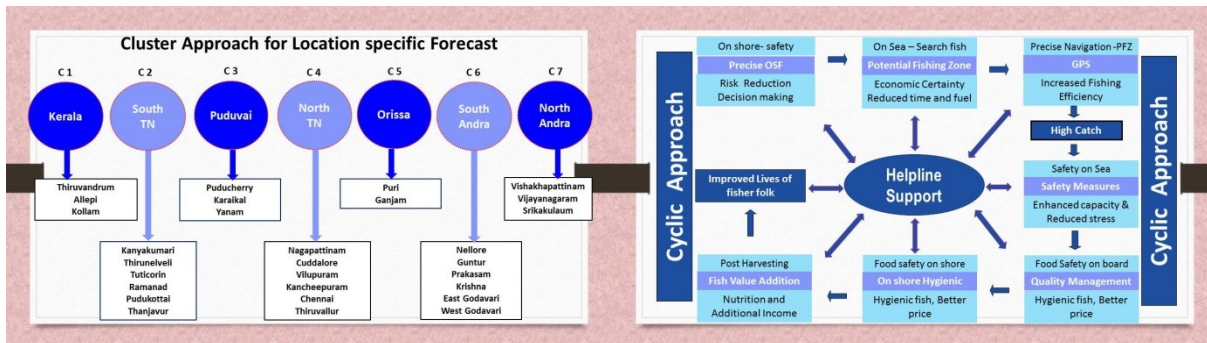
- Ocean State Forecasts
- Early Warning
- Marine Fishery Advisories
- Safety Measures

Fisheries



- Core interventions 5 states (TN, AP, Pudhucherry, Odhisa and Kerala) 26 districts
- 20000 fisher folks from 26 coastal districts receive early warning and key information related to fisheries





PFZ - Global Positioning System (GPS)

PFZ - Global Positioning System (GPS)

Assured Catch, Time and Fuel Saving, Reduced Carbon Emission and safe navigation

Ocean State & Weather Forecasts

Ocean State & Weather Forecasts

- Timely Decision Making and safety
- Mitigating life and livelihood asset loss

International Border Line - India and Srilanka

International Border Line - India and Srilanka

- Alerts before 5 km to IBL even in disconnected area
- Source: Indian Coast Guard
- Benefits:** Safety of fishers

Danger Zone, Market Price and Government Schemes

Danger Zone, Market Price and Government Schemes

- Select type of Danger Zone: Rocks, Coral, Sunken Ships, Other
- Market Information: Select fish type, select productivity type, price of fish
- Government Schemes: National Savings-cum-Relief Scheme for Marine Fishermen, Savings-cum-Relief Scheme for Marine Fishermen, Group Accident Insurance Scheme for Fisher folk, Disbursement of Special Allowance amount of Rs.4,000/- to Marine Fishermen Families during Lean Fishing Season

A Cadre of Master trainers at the field level

• 413 Master trainers : Promotion of fisheries services, dissemination, collection of feed backs

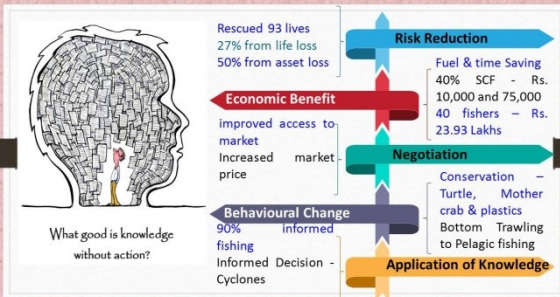
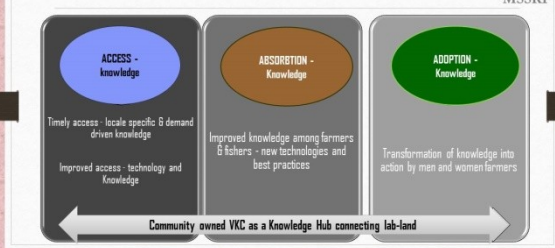
State	No. of Master Trainers
Tamil Nadu	177
Andra Pradesh	171
Odisha	25
Kerala	15
Puducherry	25
Total	413



International Network of Emerging Library Innovators



Towards Transformative Change



Transforming World : SDG 2030



New Media Strategies for Sustainable Health Development

Dr.Suresh Munuswamy

www.healthinformatics.in

PUBLIC HEALTH FOUNDATION OF INDIA

New Media Strategies for Sustainable Health Development

Dr.Suresh Munuswamy
 MBBS(Madras), MPH(Oxford), PhD(Tokyo)
 Program Coordinator, MSc+PhD
 Assistant Professor, IIPH-H
s.munuswamy@iiph.org

1


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Academic Programs (IIPHH)

AcSIR

- Integrated PhD & MSc in Health Informatics



Integrated MSc & PhD in Health Informatics

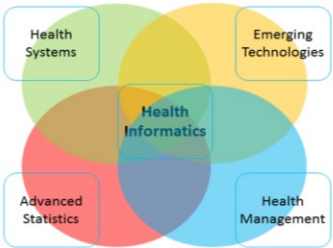
August 2013 edition
 Vignesh Institute of Public Health, Hyderabad

2

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3

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PUBLIC HEALTH FOUNDATION OF INDIA

New Media/ New Technologies for Sustainable Health Development

Computer Vision/ Image Analysis/ Artificial Intelligence

- Nutrition wise- am I healthy? : Malnourished/ Normal/ Overweight/ Obese
- What should I eat: taste/ culture/ location/ cost/ anything else
- Track my diet: what I eat/ how I eat/ when I eat
- Individual focus Vs public focus

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PUBLIC HEALTH FOUNDATION OF INDIA

Computer Vision/ Image Analysis/ Artificial Intelligence

- Nutrition wise- am I healthy? : Malnourished/ Normal/ Overweight/ Obese

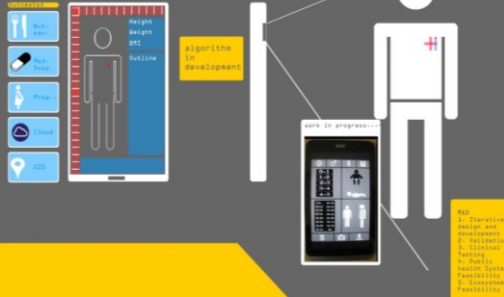
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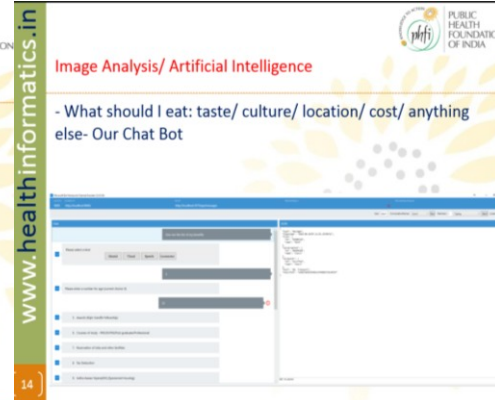
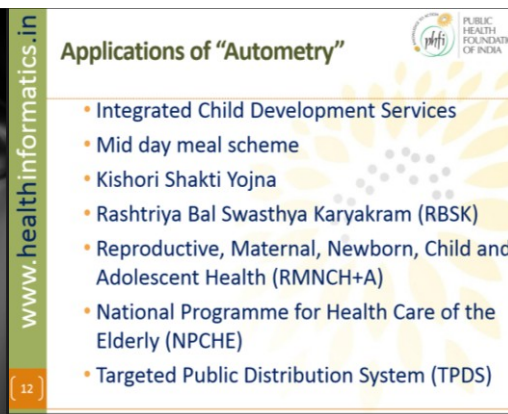
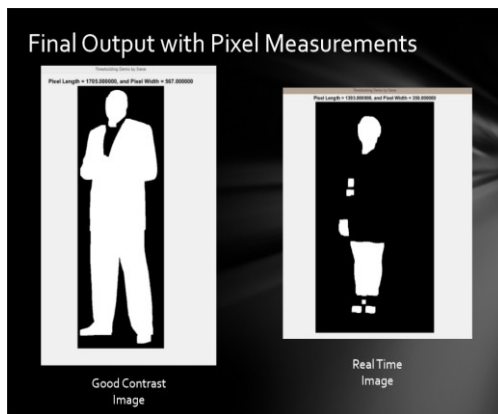
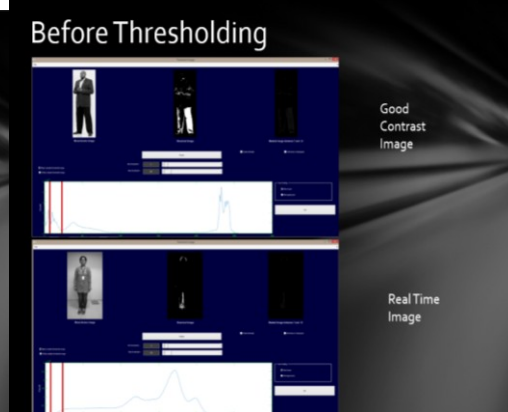
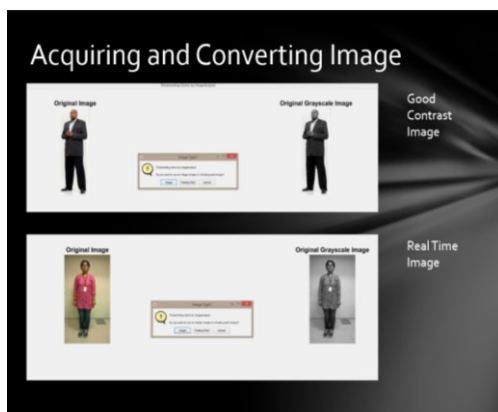
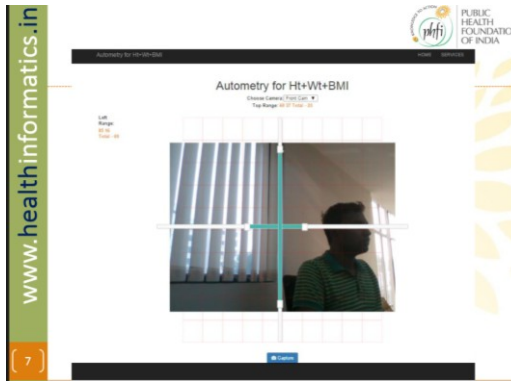
PUBLIC HEALTH FOUNDATION OF INDIA

AUTOMETRY

AUTOMETRY: See- Click- Measure- automatically and accurately
www.autometry.in



6



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AI + UI = ISHQ CHAT

15

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ishq4u

ishq4u is one global language for primary health care.

ishq4u is a software concept for anytime, anywhere, reliable and validated health care service with automated decision support, management guidance linked to peer real and virtual support network in real time or batch mode.

ishq4u is one global language for primary health care based on graphic icons, pictograms and ideograms

16

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health informatix

imci- ishq version

17

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health informatix

imci- ishq version

18

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19

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Applications of "ISHQ4U"

- Integrated Management of Child Illness
- Diabetes Risk Assessment
- N score
- Integrated Disease Surveillance Project
- Pregnancy Risk Assessment + MCH
- SWISS Re, Touchkin

20

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Computer Vision/ Image Analysis/ Artificial Intelligence

- Track my diet: what I eat/ how I eat/ when I eat

21

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Nutriscan 3D

22

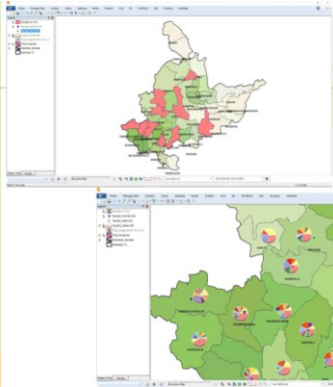
3D Scan at IIPH-H

Photogrammetric processing of digital images and generates 3D spatial data/ Point Cloud Image



Artificial Intelligence

- Individual focus Vs public focus



Thank you..

New Media and Social Media

Dr P J Sudhakar

New Media and Social Media

By
PROF DR P J SUDHAKAR
 Additional Director General (News)
 All India Radio
 New Delhi
 Email : drpjsudhakar@gmail.com

PREAMBLE



- **WE, THE PEOPLE OF INDIA**, having solemnly resolved to constitute India into a **SOVEREIGN SOCIALIST SECULAR DEMOCRATIC REPUBLIC** and to secure to all its citizens:
 - **JUSTICE**, social, economic and political;
 - **LIBERTY** of thought, expression, belief, faith and worship;
 - **EQUALITY** of status and of opportunity; and to promote among them all
 - **FRAATERNITY** assuring the dignity of the individual and the unity and integrity of the Nation;
- IN OUR CONSTITUENT ASSEMBLY** this twenty-sixth day of November, 1949, do **HEREBY ADOPT, ENACT AND GIVE TO OURSELVES THIS CONSTITUTION.**

New Media

- **New media** refers to on-demand access to content any time, anywhere, on a digital device, as well as interactive user feedback, creative participation. Another aspect of new media is the real-time generation of new, unregulated content



- Most technologies described as "new media" are digital, often having characteristics of being manipulated, networkable, dense, compressible, and interactive. Some examples may be the internet, websites, computer multimedia, video games, CD-ROMS, and DVDs.
- New media does not include television programs, feature films, magazines, books, or paper-based publications – unless they contain technologies that enable digital interactivity.
- Wikipedia, an online encyclopedia, is an example, combining Internet accessible digital text, images and video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers.
- Facebook is an example of the social media model, in which most users are also participants.



New Media and Cyber Culture



Cyberculture is the various social phenomena that are associated with the Internet and network communications (blogs, online multi-player gaming), whereas New Media is concerned more with cultural objects and paradigms

New Media forms of Use

- New Media as Computer Technology Used as a Distribution Platform.
- New Media as Digital Data Controlled by Software.
- New Media as the Mix Between Existing Cultural Conventions and the Conventions of Software
- New Media as the Aesthetics that Accompanies the Early Stage of Every New Modern Media and Communication Technology
- New Media as Faster Execution of Algorithms Previously Executed Manually or through Other Technologies
- New Media as the Encoding of Modernist Avant-Garde New Media as Metamedia
- New Media as Parallel Articulation of Similar Ideas in Post-WWII Art and Modern Computing



Globalization and new media

Globalization shortens the distance between people all over the world by the electronic communication (Carely 1992 in Flew 2002) and Cairncross (1998) expresses this great development as the "death of distance". New media "radically break the connection between physical place and social place, making physical location much less significant for our social relationships"

- Information Communications and Technology
- Internet
- How social media works and social networks works
- Netizen Media
- Media Ethics
- Cyber Laws
- Broadcasting code for All India Radio
- Broadcasting code for Television
- Election Commission Schedules
- Film Media and censorship
- Digitalization programme
- Regulations of social media
- National Media Policy
- Government Media
- Media Council
- Initiatives by the Ministry of I & B
- Media and RTI

New Media-As tool for social change

- Social movement media has a rich and storied history that has changed at a rapid rate since New Media became widely used.
- National security
- Interactivity
- Industry
- Youth and new media



Information Communications and Technology

- It is often used as an extended synonym for information technology (IT), but is a more specific term that stresses the role of unified communications and the integration of telecommunications (telephone lines and wireless signals), computers as well as necessary enterprise software, storage, and audio-visual systems, which enable users to access, store, transmit, and manipulate information.



Internet



. It is a *network of networks* that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless and optical networking technologies.

The Internet carries an extensive range of information resources and services, such as the inter-linked hypertext documents of the World Wide Web (WWW) and the infrastructure to support email.

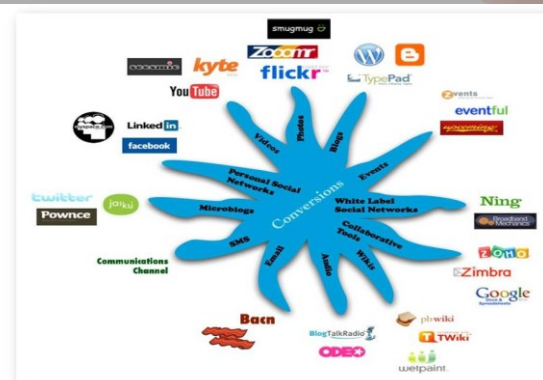
How social media works and social networks work

- Participation Openness,
- Conversation,
- Community and
- Connectedness



Netizen Media

- A more accurate characterization of this period is as the "Era of the Netizen." he term Netizen is a portmanteau of the English words Internet and citizen.
- It is defined as an entity or person actively involved in online communities and a user of the Internet, especially an avid one.
- The term can also imply an interest in improving the Internet, especially in regard to open access and free speech.
- Netizens are also commonly referred to as cybercitizens, which has the same meaning.



Media Ethics



- Media ethics is the subdivision of applied ethics dealing with the specific ethical principles and standards of media, including broadcast media, film, theatre, the arts, print media and the internet.

Cyber Laws



- Cyber Law is the law governing cyber space. Cyber space is a very wide term and includes computers, networks, software, data storage devices (such as hard disks, USB disks etc), the Internet, websites, emails and even electronic devices such as cell phones, ATM machines etc.

Broadcasting code for All India Radio



Broadcast on All India Radio by individuals will not permit:

- Criticism of friendly countries;
- Attack on religions or communities;
- Anything obscene or defamatory;
- Incitement to violence or anything against maintenance of law & order
- Anything amounting to contempt of court;
- Aspersion against the integrity of the President, Governors and the Judiciary.
- Attack on a political party by name;



- Hostile criticism of any State or the Center;
- Anything showing disrespect to the Constitution or advocating change in the Constitution by violence; but advocating changes in a constitutional way should not be debarred.
- Appeal for funds except for the Prime Ministers National Relief Fund, at a time of External Emergency or if the Country is faced with a natural calamity such as floods, earthquake or cyclone.
- Direct publicity for or on behalf of an individual or organization which is likely to benefit only that individual or organization.
- Trade names in broadcasts which amount to advertising directly (except in Commercial Services).

CODE OF CONDUCT FOR TELEVISION/RADIO BROADCASTS

- It is essential therefore that a model code of conduct is established for electronic media both to ensure that it is not misused as well as to ensure that it be used in the best interest of democracy and the voter.
- DONTs
- 1. There should be no coverage of any election speeches or other material that incites violence, against one religion, against one language, against one group etc.
- 2. In any constituency, only one candidate should not be projected. While it is not necessary to cover every single candidate (as some constituencies may have several candidates), at least the more important candidates should be covered in any reports from a constituency.



- 3. The following could be covered in a balanced and fair manner:-
- Campaigning and excerpts from campaign speeches.
- Symbols, banners, flags and other campaign materials of parties.
- Results of opinion polls by non-political, professional organisations with a proven track record.
- Party manifestoes (critical analysis of which is also perfectly legitimate.)
- Candidates and their views in different constituencies across the country.
- The positions taken by the main parties on different issues important to the electorate.
- Debates between major parties and candidates.
- Analysis of previous voting patterns, victory margins, swings etc.

- By a balanced and fair it is meant that among the major political parties:-
- No political parties should be given substantially more coverage than others. The a balance need not be achieved in any single day or in a single story, but over a reasonable period of time, say one week.
- Balance does not mean each party must get exactly the same air time to the last second, but parties should be given broadly the same amount of time.
- Balance implies that to no reasonable person should it appear that one political party is being projected to the exclusion of others.



- 5. Procedures:
- All producers must record a copy of their programme off air for use as reference in case of any disputes.
- The EC shall be the final arbiter in any dispute.
- 6. The final interpretation of any disputed passage or story should be with
- The Election Commission .In Case of disagreement with the broadcaster, one authority could be nominated by the Election Commission who could take a decision immediately when approached.

BROADCASTING CODE FOR AIR & DOORDARSHAN

Advertising Code:

- The Prasar Bharati Corporation consists of two wings namely All India Radio and Doordarshan. Commercials were introduced on AIR on 1st November, 1967 and on Doordarshan on 1st January, 1976.
- Both AIR and Doordarshan have served as an effective instrument for advertisers to publicise their goods and services. As a public service broadcasting organisation, AIR and Doordarshan has responsibility to ensure that the advertisements either in terms of contents, tone or treatment, do not mislead the listeners and viewers as well as the consumers or are not repugnant to good taste.



- The earning of commercial revenue is not the sole criteria of the Prasar Bharati. Thus the code has stricter provisions and the main features of the code are as follows:
 - (a) Tobacco products including 'Pan Masala' and liquors are not permitted.
 - (b) The goods and services advertised should be in consonance with the laws of the country enacted to protect the rights of the consumers.
 - (c) The commercial should never project a derogatory image of women and should not endanger the safety of children.
- Programme code: The General Broadcasting Code which is otherwise called Programme Code for both AIR and Doordarshan prohibits the following:

- (a) Criticism of friendly countries;
- (b) Attack on religions or communities.
- (c) Anything obscene or defamatory.
- (d) Incitement to violence or anything against maintenance of law and order.
- (e) Anything amounting to contempt of court.
- (f) Aspersions against the integrity of the President and Judiciary.
- (g) Anything affecting the integrity of the Nation, and criticism by name of any person.



Election Commission guidelines for Media

- Paid news or paid content are those articles in newspapers, magazines and the electronic media, which indicate favourable conditions for the institution that has paid for it.
- The news is more like an advertisement but without the ad tag.
- The deception or fraud that such "paid news" entails takes place at three levels.
- The reader of the publication or the viewer of the television programme is deceived into believing that what is essentially an advertisement is in fact, independently produced news content.



- By not officially declaring the expenditure incurred on planting "paid news" items, the candidate standing for election violates the Conduct of Election Rules, 1961, which are meant to be enforced by the Election Commission of India under the Representation of the People Act, 1951.
- Finally, by not accounting for the money received from candidates, the concerned media company or its representatives are violating the provisions of the Companies Act, 1956 as well as the Income Tax Act, 1961, among other laws.



Film Media and censorship

- Internet censorship is control or suppression of the publishing or accessing of information on the Internet. It may be carried out by governments or by private organizations either at the behest of government or on their own initiative. Individuals and organizations may engage in self-censorship on their own or due to intimidation and fear.



Digitalization programme

- An ordinance has been passed by the Govt. of India on the mandatory digitization of the Cable Services. According to this amendment made in the section 9 of the Cable Television Networks (Regulation) Amendment Ordinance, 1995, the I&B ministry will make Digital Addressable System mandatory.
- This measure will empower consumers to an increased number of channels and high quality viewing. The concept of a prime band will be passed after introduction of digitization. Viewers will be able to access digital services only through a set top box (STB).



Regulation of social media

- Is the freedom of the press under threat in India? Not really.
- Some would argue that it cannot be a mere coincidence that the calls for stricter regulation of the media are coming at a time when the news media have been highlighting corruption in the government such as the 2G scam and the graft in the organizing of Commonwealth Games.
- The media advocacy, often questioned by some, for the movement led by Anna Hazare against corruption has also attracted criticism from the ruling party.
- Moreover, it seems that the criticism of the government on social media is also making some in the government uncomfortable.



National Media Policy

- Need for policy
- The Constitution of India guarantees freedom of press under Article 19(i)(a), yet the state of the national media policies is indeed intriguing.
- While the print media, particularly the daily press, are under the control of the private sector and operate as individual enterprises like other private industrial units, the national electronic media are under direct control of the union government through information and broadcasting ministry.
- In addition, whereas the private daily and periodical press is basically profit-motivated and generally abide by journalistic norms, standards and social responsibilities, for the state-owned electronic media, perpetuation and dissemination of the national government's policies and programmes are the prime functions

Government Media

- Radio broadcasting was initiated in 1927 but became state responsibility only in 1930. In 1937 it was given the name *All India Radio* and since 1957 it has been called *Akashvani*.
- Limited duration of television programming began in 1959, and complete broadcasting followed in 1965. The Ministry of Information and Broadcasting owned and maintained the audio-visual apparatus—including the television channel *Doordarshan*—in the country prior to the economic reforms of 1991.
- The Government of India played a significant role in using the audio-visual media for increasing mass education in India's rural swathes. Projected television screens provided engaging education in India's villages by the 1990s.
- In 1997, an autonomous body was established in the name of **Prasar Bharti** to take care of the public service broadcasting under the Prasar Bharti Act. All India Radio and Doordarshan, which earlier were working as media units under the Ministry of I&B became constituents of the body.

Media Council

- Former Supreme Court Judge and Press Council of India Chairman Markandey Katju on December 5, 2012, strongly advocated the need to constitute a media council that would replace press council and regulate the activities of both the print as well as electronic media.

Initiatives by the Ministry of I & B

- **YOUTUBE CHANNEL OF MINISTRY OF INFORMATION & BROADCASTING**
- **FACEBOOK & BLOG OF MINISTRY OF INFORMATION & BROADCASTING**
- **EXPANSION OF PRIVATE FM RADIO STATIONS**
- **LAUNCHING OF DEDICATED PAGE ON FACEBOOK ON 'COMMUNITY RADIO INDIA'**
- **Several Key Initiatives by Press Information Bureau Media Outreach Programme.**
- **Social Media initiatives by PIB-Twitter and Youtube**

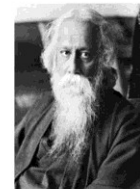


Media and RTI

- Several websites have been developed to give various information about RTI. Though, There is not any well organized documents or report in reference to the RTI yet, we can know a lot about the practical aspects of this acts by the stories published in various newspapers.

Where The Mind Is Without Fear

Where the mind is without fear and the head is held high
Where knowledge is free
Where the world has not been broken up into fragments
By narrow domestic walls
Where words come out from the depth of truth
Where tireless striving stretches its arms towards perfection
Where the clear stream of reason has not lost its way
Into the dreary desert sand of dead habit
Where the mind is led forward by thee
Into ever-widening thought and action
Into that heaven of freedom, my Father, let my country awake.



30-09-16

New Media -Digital Extension Approaches: M&E Tools

Shaik N. Meera

Overview of Digital Tools Need

New Media - Digital Extension Approaches

M&E Tools

Shaik N. Meera
Principal Scientist
ICAR- Indian Institute of Rice Research
Hyderabad

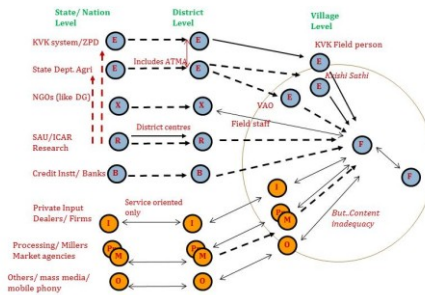
Agriculture is information intensive

- > Large Numbers - Farmers, Organizations, Personnel
- > Complex systems of NARES institutionalized and interlinked
- > Administration of development process, credit, agribusiness and market related activities are complex domains in agriculture
- > Inherent vulnerabilities and instantaneous response to socio economic transformations
- > Shifts in international and domestic policies

Overview of Digital Tools Need

S. No.	Source	% of hhs
1.	Participation in Training	0.9
2.	Krishi Vigyan Kendra (KVK)	0.7
3.	Extension worker	5.7
4.	Television	9.3
5.	Radio	13.0
6.	Newspaper	7.0
7.	Village fair	2.0
8.	Government demonstration	2.0
9.	Input dealer	13.1
10.	Other progressive farmers	16.7
11.	Farmers' study tour	0.2
12.	Para-technician / private agency / NGO	0.6
13.	Primary cooperative society	3.6
14.	Output buyers / food processor	2.3
15.	Credit agency	1.8
16.	Others	1.7
17.	Any Source (all of the Above)	40.4

Overview of Agri Extension System Players



Disruptive ICT Trends

Mobile/Cloud Computing – smart phones, wearables, incl. Sensors

Internet of Things – everything gets connected in the internet (virtualisation, autonomous devices)

Location-based monitoring - satellite and remote sensing technology, geo information, drones, etc.

Social media - Facebook, Twitter, Wiki, etc.

Big Data - Web of Data, Linked Open Data

High Potential for unprecedented innovations!



Overview of Digital Tools Hub & Spoke

Type	Name of ICT project/programme	Major Objectives
Internet enabled Computer Centres (Kiosks/Knowledge Centres/Common Service Centres/Telecentres)	Akshaya e-learning centres, Warma Wired Village Knowledge Centres e-Choupal Knowledge Share Centres Common Service Centres Byrraju Foundation	Dissemination of information on agricultural technologies, climate, prices, government programmes, schemes, e-literacy etc



Overview of Digital Tools

Portals

Type	Name of ICT project/programme	Major Objectives
Portals	Rice Knowledge Management Portal AGRISNET, Department of Agriculture and Co operation (DACNET), I-Kisan, Agriwatch, AGMARKNET, Karshaka Information Systems Services and Networking(KISSAN), India Development Gateway, Agriwatch, AGMARKNET, Agropedia, e- Krishi (IT Mission Kerala)	Providing users with information on varieties, cultural practices, plant protection practices, prices, advisory services, E-commerce- Linking producers to traders/consumers In few cases, on-line query management etc

Overview of Digital Tools

Problem Solving

Type	Name of ICT project/programme	Major Objectives
Call centres	KISAN Call centres IKSL	Providing instantaneous information on technological solutions, problem solving through consultation with experts, legal counselling



Overview of Digital Tools

Mobile Phones

Type	Name of ICT project/programme	Major Objectives
Mobile Phones	Reuters Market Light (RML), IFFCO; Tata m-Krishi), Fisherman advisory services by MSRF Airtel Maharashtra (activating sprinkler irrigation with Mobile)	Dissemination of information on technology, weather, prices of commodities in different markets, crop and animal husbandry advisory services, government schemes



Overview of Digital Tools

Community Radio

Type	Name of ICT project/programme	Major Objectives
Community Radio	Community Radios run by KVKS, NGOs etc (e.g.: Sangham Radio, Kongu FM radio, Mandakini ka awaaz, Krishi Community)	Wide range of information on rural life, agriculture, forests, health, handicrafts etc. Greater scope for issues on sustainability as the ownership is with the community.



Overview of Digital Tools

Choupals

Type	Name of ICT project/programme	Major Objectives
Integrated Services of Private Sector	Mahindra Samridhi Centres E-choupals of ITC	One stop shops for information and services



Overview of Digital Tools

Video

Type	Name of ICT project/programme	Major Objectives
Video	Digital Green, Video SEWA (Self Employed Women's Association)	Information dissemination, advocacy, communication, training, capacity building, mobilisation, distance education



Overview of Digital Tools

Digital Photography

Type	Name of ICT project/programme	Major Objectives
Digital Photography	e- Sagu, e-Seva and e- Velanmai in Andhra Pradesh and Tamil Nadu	Information dissemination Training Problem-solving Advisory support



Overview of Digital Tools

Facilitation Tools – Multi-layer Decision Making

Characterization - Bihar Flood Prone Districts



Red Hatched area remained water logged from 3 Aug 09 to 15 Sep 09(43 days)
Yellow -District boundary, Pink- Block boundary

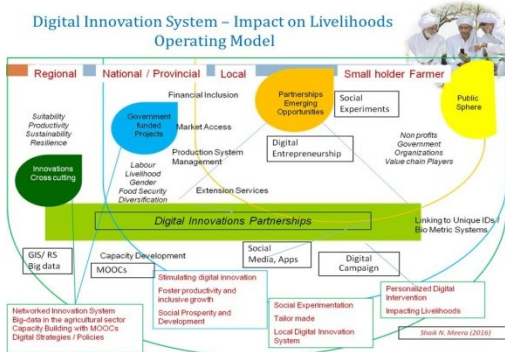
Digital Agriculture Innovation System Interventions

- > Introduction to ICT in agricultural development
- > Making ICT infrastructure, appliances, and services more accessible and affordable in rural areas
- > Mobile devices and services and their impact on agriculture and rural development
- > Gender-equitable, ICT-enabled agricultural development
- > Increasing crop, livestock, and fishery productivity through ICT
- > ICTs as enablers of agricultural innovation systems
- > Broadening smallholders' access to financial services through ICT
- > ICT application in farmer organizations
- > Strengthening agricultural marketing with ICT
- > ICT applications for smallholder inclusion in agribusiness supply chains
- > ICT applications for agricultural risk management
- > Improving food safety and traceability while empowering smallholders through ICT
- > Strengthening rural governance, institutions, and citizen participation using ICT
- > ICT for land administration and management
- > Inventory management with ICT
- > GIS and RS application in agriculture

ICTs and AIS Components

- ICT innovations & Technology
- Challenges to ICT innovations
- Capacity
- Content
- Partnerships
- Intermediaries

Digital Innovation System – Impact on Livelihoods Operating Model



Specific Platforms

- What is it?
 - Permanency of blogging
 - Utility of emailing
 - Sociality of Facebook
 - Agility of text
- Why join?
 - Disseminate information
 - Converse and share
 - Build a network
 - Gain insights
- Who uses it?
 - The media
 - Politicians
 - C-level executives; decision makers
 - Brands and organizations
 - Online influencers



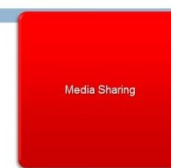
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- What is out there?
 - Facebook – friends
 - Twitter – communications
 - Ning – organizations
 - LinkedIn – colleagues
- So I have a page, now what?
 - Upload your contacts
 - Spark two-way conversations
 - It's a garden: plant, water, weed, maintain; repeat.



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- Video – what is out there?
 - YouTube – massive reach
 - Vimeo – customizable
 - Viddler – interactive
- Photo – what is out there?
 - Flickr – open network
- Why you need it:
 - A picture is worth...
 - Tell your story, create a lasting resource



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- What are wikis?
 - Collaborative resource
 - Relies on "wisdom of the crowds"
 - Not always accurate



- Why you need them:
 - Define the debate at point of research: Wikipedia
 - Replace internal intranets
 - Create a puzzle-piece mentality that encourages more participation and knowledge-sharing
 - Enable easy access
 - Document evolution and keep definitions dynamic (e.g., of your issue / organization)

- What tools are available?
 - Google Docs
 - Google Reader / RSS
 - Slideshare
- Why you need them:
 - Cost effective (\$0)
 - Accessible anywhere
 - Time-saving
 - Searchable; can make public



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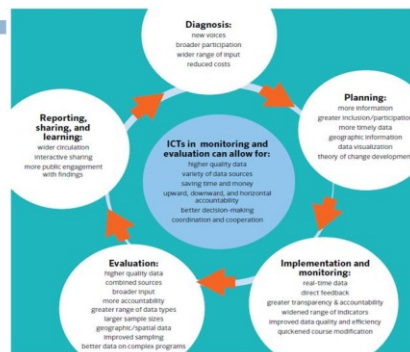
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Four key tasks in impact assessment Measurement

- Decide impacts to be included in assessment** (conceptualise valued impacts)
- Gather evidence of impacts** (describe and/or measure actual impacts)
- Analyse** causal attribution or contribution
- Report** synthesis of impact assessment and support use

Each of these tasks requires appropriate methods.

Using ICT for M&E



Using ICT for M&E cases

The organization BRAC (formerly Bangladesh Rural Advancement Committee), reached out to almost 12,000 village-level organizations in Bangladesh to ask community members what their priorities were. BRAC frontline staff workers took advantage of regular meetings in communities to conduct a poll and send in community priorities by SMS (May, 2013).

A network called the Big Data & People Project (Data-Pop), created jointly by the Harvard Humanitarian Initiative (HHI), the Massachusetts Institute of Technology (MIT) Media Lab and the Overseas Development Institute (ODI), was launched in 2014.

UNICEF's Uganda office sent SMS polls to U-Reporters to gather their input, which was then used in determining program interventions or sent to government ministries to allocate resources to respond to health crises such as nodding disease (UNICEF, 2012).

The Qatar Computing Research Institute is examining similar ways to track and filter relevant social media traffic for disaster response. One developed, tools will likely be made available for development organizations to consider for their own efforts (Meier, 2013).

DevInfo, an MIS developed for UNICEF by Community Systems Foundation, enables collection and consolidation of global indicators on the wellbeing of children, placing statistics and country level information at the fingertips of UNICEF staff.

Indian Ministry of Education officials in parts of India could access information on the local education offices they are visiting (e.g. numbers of staff, functions, budgets, student enrolment) making visits more productive.

One program in Zimbabwe recorded a \$10,000 savings by switching to tablets to survey a sample of 5,000 people, as compared with using a 25-page paper questionnaire.

Sambodhi used mobile data collection tools to conduct a baseline study for the Rockefeller Foundation's Smart Power for Environmentally-sound Economic Development (SPEED) initiative and continues collecting data using mobile tools during the monitoring process.



- ▶ Open Data Kit (ODK) is a free and open-source set of tools which help researchers *author, field, and manage* mobile data collection and management solutions.
- ▶ It allows data collection using mobile devices and data submission to an online server, **even without an internet connection or mobile carrier service at the time of data collection.**

- ▶ ODK Collect
 - Android app/ Mobile data collection engine
 - Download forms/collect data
 - Upload data
- ▶ ODK Build
 - Creating forms/ Authoring forms
 - Publishing forms to Aggregate or XML
- ▶ ODK Aggregate
 - Store data/ Data server (Google AppEngine or web server)
- ▶ ODK Manage – For supervision of research assistants

ICTs in M&E – Guiding questions

1. How do we collect data in real time and assure the quality of our dataset?
2. How can we analyze data faster and without internet?
3. How do we harvest the knowledge of the local population when doing data collection?

ICTs in M&E – Guiding questions

We need a ready to deploy kit to do surveys

We need a methodology "out of the shelf" that we can replicate and teach in little time while guaranteeing the quality

We need to use a technology that can be customized and adapted to the local situation

ICTs in M&E – What options do we have ?

1. An open source, free hardware and software package to be deployed in the field
2. A creative commons methodology to do surveys in the field using local communities
3. An offline/online system for data gathering and data aggregation using both mobile phones and papers

An IVR system for M&E?
Kisan Call Centres, IIDS

How do we know IVR is the most appropriate tech to use?

Think about user-centered design research



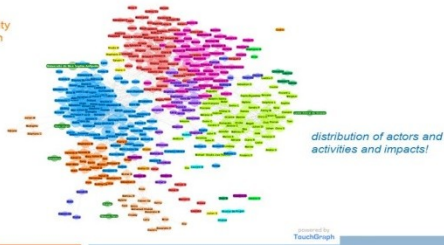
Dashboard for M&E?
Digital Green



Mobile Informate



community detection



easily visualize your facebook social network



Think about Impacts, Monitoring and Evaluation

Think about Impacts, Monitoring and Evaluation



Issues in integrating ICTs with M&E?

- Selectivity bias
- Technology- and tool driven M&E processes
- Overreliance on digital data
- Low institutional capacity and resistance to change
- Privacy and protection

Thank you

01-10-16

Writing digital media articles for online journals

Bharat S. Sontakki

Training programme on New Media for Development Communication: Measuring tools and techniques (18 Sep. to 8 Oct. 2016)

Writing digital media articles for online journals

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Outline

- Why publish your research?
- Publication types
- How to go about
- Online publishing
- Take-homes

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Why publish your research?

Value of research

- ❖ Inform our stakeholders
- ❖ Contribution to science
- ❖ Getting connected to peers
- ❖ Publish or perish (publish to flourish)
- ❖ Create brand image
- ❖ Provide goods and services to public

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Who are our Stakeholders?

- ❖ Peers
- ❖ Funding agencies
- ❖ Policy makers
- ❖ Students
- ❖ Outreach professionals
- ❖ Industry
- ❖ Public

Diverse and complex in terms of profile, needs and expectations

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What is your purpose?

- Persuasive:** to obtain agreement on a course of action
- Explanatory:** explain specific events
- Discussion:** as a basis for discussion
- Informative:** to inform unknown or new knowledge

Note: Writing depends on your audience and purpose.

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Research communication: *changing perspectives*

- Management perspective:** *an integral part of research management*
- Change in research orientation:** *individual, uni-disciplinary to team and multi/inter/trans-disciplinary*
- Change in stakeholders profile**
- Change in writing and reading styles:** *e and m induced*
- Change in purpose of reporting:** *informing to selling*
- Publish or perish; Publish and Flourish; Publish vs. Protect**

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Publishing your research

Some Questions to Answer

- Who will be the readers?**
- What will they look for?**
- What will be their intended purpose?**
- Am I ready to report (write)?**


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Publication types

- Two types:**
 - Peer-reviewed scientific journals
 - Popular journals that are not peer-reviewed
- Both are important for research communication
- More and more organizations, both public and private, seek media coverage and exposure in the popular press.


How to go about ...

- ❑ What is your purpose?
- ❑ What you want to publish? (scientific/technical/popular)
- ❑ Where you want to publish? (how to select a medium)
- ❑ Put all resources handy
- ❑ Write
- ❑ Edit
- ❑ Submit
- ❑ Revise, if need be



Selecting a Good Journal

- > It is not as easy as it seems
- > Go by your purpose
- > Do consider rating/impact factor (IF)
- > Be familiar with paper types in selected journal
- > Go through the 'Instructions to Authors'
- > Study the 'timeframe'
- > Know the 'cost involved' if any



Put all 'resources' handy

- ❑ Data-sets
- ❑ Tables
- ❑ Graphics
- ❑ Illustrations
- ❑ Methods and procedures
- ❑ Literature and references






Fuel	Quantity
Coal (thousand tonnes)	400
Kerosene (million litres)	1863
Biogas (million cubic metres)	1360
Dung-cake (million tonnes)	95



Write *The Structure*

- ❑ Develop an outline (IMRAD)
- ❑ Put 'together' all resources to generate '1st draft'
- ❑ Follow IMRAD as per selected source & type

Abstract – brief summary
Introduction – What question was asked?
Methods – How was it studied?
Results – What was found?
And
Discussion – What do the findings mean?
Summary – What do the findings imply?
References – Listing of quoted literature



Write *Technical vs. Popular Writing*

Technical writing	Popular writing
<ul style="list-style-type: none"> ❑ Jargon used ❑ Homogenous audience ❑ Technical language used ❑ Few purposes ❑ Written by Specialist ❑ Use more of technical terms & scientific names ❑ Illustrations & pictures to the extent required 	<ul style="list-style-type: none"> ❑ No jargon ❑ Heterogeneous audience ❑ Literary language used ❑ Purposes could be many ❑ Written by Generalist ❑ Use more of local terms ❑ More pictures/illustrations

Edit

- ❖ As author, I cannot make out my own mistakes
- ❖ Hence, editing @ source a must
- ❖ Sleep on your first draft (just for a day)
- ❖ After you finish the first draft, give it careful reading
- ❖ Seek help from friends/peers
- ❖ Get it sample read
- ❖ Revise

Submit

- > Consider options – depends on the journal chosen
- > Be clear about authorship – who is the corresponding author
- > Covering letter
- > Undertaking
- > Seek acknowledgement
- > Follow up, if need be

Peer review

- Anonymous - double blind
- Editor chooses reviewers – increasingly authors are being asked to suggest a few names
- Decision on publication is editor's
- Revisions are inevitable – major revision, minor revision
 - respond quickly but not immediately – sleep over it; discuss with co-authors
 - prepare responses carefully (Reviewer can be wrong! Be tactful and enthusiastic – thank the reviewers)
 - consult co-authors, statistician if necessary
 - provide a cover letter, point by point response and highlight (identify) responses specifically (eg page no, para no...)
- Editor and reviewers are usually on your side – trying to help you to publish good science – they are not usually paid for this service; make their job easy
- Rejection rates of good journals are high (> 50%)

<h3>Response to Review</h3> <p>Initial responses</p> <ul style="list-style-type: none"> • A judgment of Major Revisions (or worse, a rejection) can lead to a variety of emotions - disappointment/resentment, question self-worth • Remember that comments are not personal and adopt a positive attitude for response <p>10 Principles of response</p> <ol style="list-style-type: none"> 1. Decide whether to resubmit to same journal or change journal 2. Contact editor on unresolved issues before revising 3. Prioritize reviewers comments 4. View the reviewer as consultant/collaborator in preparing responses 5. Deal with comments you do not agree 6. Disagree without being disagreeable 7. Develop a strategy for addressing divergent comments 8. Put in the work and show all that has been done 9. If suggested, shorten the MS 10. Review literature before submission <p><small>Source: Provenale (2010): Revising a Manuscript: Ten Principles to Guide Success for Publication; AIR, 195, 382-387</small></p>	<h3>Reasons for rejection</h3> <ol style="list-style-type: none"> 1. Unoriginal work – no new or useful knowledge; previously published; duplication 2. Unsound work – weak hypothesis, logical/design/methodological/analysis errors 3. Not suited to journal 4. Slicing – squeezing too many publications into a limited work 5. Incorrect format for journal 6. Plagiarism (= copying) 7. Unready work: more research needed 8. Poor writing: language, presentation (figs/tables), style <ul style="list-style-type: none"> • The most common reason for rejection is a lack of new knowledge. • Errors in research methodology, data analysis, and language are flaws that can be salvaged to some extent. • Errors in manuscript organization, including methods, results, figures, tables, graphs, and references, are correctable <p><small>Source: Reasons for Rejection of Manuscripts Submitted to AIR by International Authors</small></p>
<h3>Online reading</h3> <ol style="list-style-type: none"> 1. Reading on the web is too much work! 2. Reading from a computer screen tires the eyes 3. People read 25% more slowly on the web than they read print material 4. That's why, web content has to be 50% shorter than print 	<h3>Online reading</h3> <ol style="list-style-type: none"> 1. Readers on the Web scan text <ul style="list-style-type: none"> ✓ According usability expert Jacob Nielson, 79% of readers scan or skim text rather than read word for word. ✓ Highlighted text (bold or color, also hyperlinked text) and bulleted lists aid scannability. <ol style="list-style-type: none"> 1. Readers on the Web are impatient <ul style="list-style-type: none"> ✓ Readers are in a hurry to get the information. They don't enjoy scrolling through masses of text either. <ul style="list-style-type: none"> – 10 seconds to grab attention – 55 seconds to develop an understanding of your company or product
<h3>Online reading</h3> <ol style="list-style-type: none"> 1. Reader Fatigue <ul style="list-style-type: none"> ✓ Combat reader fatigue by reader-friendly writing ✓ Put the most important information at the top ✓ Use clear and concise text 2. Readers on the Web are sceptical <ul style="list-style-type: none"> ✓ Use objective language ✓ write meaningful headlines and subheads ✓ avoid marketing jargon ✓ Use hyperlinks to add to credibility 	<h3>Writing for online publishing</h3> <ol style="list-style-type: none"> 1. Start the article indicating what is to come 2. Very useful to start with a question 3. Organise the article into bullet points 4. Use simple words and straight forward language 5. Use headings 6. Use authentic information only 7. Include examples 8. Provide all of the important information 9. Give websites link 10. Make accessing information easy for the reader
<h3>Guidelines for online writing</h3> <p>Use</p> <ul style="list-style-type: none"> ❖ shorter sentences, words and paragraphs ❖ one idea per paragraph ❖ concise text – half the word count (or less) than writing for print ❖ the inverted pyramid style, putting the most important point or the conclusion first ❖ simple words ❖ objective language to build credibility ❖ no exaggerated claims or overly promotional words like "great" etc. ❖ bulleted lists ❖ highlighted text (bold or color, also hyperlinked text) for scannability ❖ meaningful headlines and subheads 	<h3>Guidelines for online writing</h3> <ul style="list-style-type: none"> ❖ Write with Passion ❖ Write with Clarity and Brevity ❖ Write with Purpose ❖ Write with Style ❖ Write Conversationally ❖ Write Short, Tight Paragraphs ❖ Chunk the Information Into Bite-sized Bits

Blog to publish your thoughts

1. A blog is a personal diary. A daily pulpit. A collaborative space. A political soapbox. A breaking-news outlet. A collection of links. Your own private thoughts. Memos to the world.
2. Your blog is whatever you want it to be, there are no real rules.
3. In simple terms, a blog is a website, where you write stuff on an ongoing basis. New stuff shows up at the top, so your visitors can read what's new. Then they comment on it or link to it or email you.

Blog to publish your thoughts

1. A blog gives you your own voice on the web. It is a place to collect and share things that you find interesting
2. Can be used to just to organise your own thoughts, while others command influential, worldwide audiences of thousands.
3. Professional and amateur journalists use blogs to publish breaking news, while personal journalers reveal inner thoughts.



Paper Submission to Online Research Journals

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Experimental Agriculture

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MAIN MENU - CONTACT US - SUBMIT A MANUSCRIPT - INSTRUCTIONS FOR AUTHORS

Submitting a manuscript is required for submission.

Please do not consider your manuscript to be accepted by your country. All text that is your responsibility should be suitable for international standing who are based outside of your country.

* * * * *

First Name: [] Middle Initial: [] Last Name: [] Academic Degree(s): [] Institution: [] E-mail Address: []

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Experimental Agriculture

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Reason

Add Reviewer

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First Name	Middle Initial	Last Name	Academic Degree(s)	Institution	E-mail Address	Action
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YYY		YYY		YY	yy@gmail.com	Remove Edit
ZZZ		ZZ		ZZZ	zz@gmail.com	Remove Edit

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Experimental Agriculture

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Frequently Asked Questions

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New Submission

Please Attach File

Required items are marked with a *. When all items have been attached, click Next at the bottom of this page.

Please be sure to submit your manuscript file in PDF or EPS format.

Enter a Description and then click the Browse button to select the file you wish to upload, then click the Attach This File button.

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Useful Resources

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Current Issue | Volume 527 | Issue 7553

14 May 2012

nature SCIENCE IN HOPE

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http://www.nature.com/nature/current_issue.html#f

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Scitable

English Communication for Scientists

Contents

- Communicating as a Scientist
- Writing Scientific Papers
- Writing Correspondence
- Giving Oral Presentations
- Interacting During Conference Sessions
- Communicating in the Classroom

http://www.nature.com/scitable/books/english-communication-for-scientist-14053993/contents

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Useful Resources ..

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Robert Barras. 1996. **Scientist must write: a guide to better writing for scientists, engineers and students.**
(http://www.pa.gov/rep/reparchives/rep/edu_per/data/mv/late18/New_Folder_2/New%20Folder%20(2)/Scientist%20must%20write.pdf)

Youdeowei, A., Stapleton, P. and Obubo, R., (eds.) 2012. **Scientific Writing for Agricultural Research Scientists - A Training Resource Manual**, Wageningen, The Netherlands: CTA. 192 pp.

Scientific Writing for Agricultural Research Scientists

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"Scientific research is not complete until the results are published. Therefore, a scientific paper is an essential part of the research process. Therefore, the writing of an accurate, understandable paper is just as important as the research itself. Therefore, the words in the paper should be weighed as carefully as the reagents in the laboratory. Therefore, the scientist must know how to use words. Therefore, the education of the scientist is not complete until the ability to publish has been established"

Day, 1989

"Easy reading is damn hard writing" (Hawthorne)

THANK YOU

ROI & ITS APPLICATIONS

Dr.G.Nageswara Rao

ROI & ITS APPLICATIONS

Dr.G.Nageswara Rao

Computing for Behavioural Change Communication (BCC)

Calculating a return on investment (ROI) for something as intangible as communication has long been considered nearly impossible. But the trick to calculating ROI is to focus on small elements of communications that are directly targeted at changing some measurable behavior that has a bottom-line impact – either on increasing the organization’s revenue or reducing its costs

Step 2: Reduce this total financial value by the percentage credit that can be attributed to communication. This can be calculated in many different ways depending on the situation:

Step 3: Multiply the figure from Step 1 with the figure from step 2 to calculate the proportional financial value of the outcome that could be due to communication.

Step 4: Subtract the cost of the communication from the figure produced in Step 3. Be as aggressive as possible in calculating this. Include staff costs, production costs and the cost of any research.

Why measure your ROI(Return on investment)?

ROI is a proof that your communication skills, marketing, Social media goals, training programs are working in assured lines are not.

Step 1: Start with the total financial value of an organizational outcome the communication was intended to achieve. To make this more meaningful and easier to isolate the impact communication had, the outcome should be very discrete and specific.

- For example, focus on one project or initiative that contributes to a revenue or cost control goal, rather than the entire goal, or one behavior-impacting article in a publication or Web site rather than the entire communication channel.

Step 5: What’s left is the net financial value of communication to your organization, after the cost of communication.

Step 6: Divide the net financial value (from Step 5) by the total communication cost (Step 4). The result is your estimated return on investment.

What it tells?

Return on investment (ROI) is the benefit to an investor resulting from an [investment](#) of some resource.

A high ROI means the investment gains compare favorably to investment cost. As a performance measure, ROI is used to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments.

In purely economic terms, it is one way of considering profits in relation to [capital](#) invested. To calculate ROI, the benefit (or return) of an investment is divided by the cost of the investment, and the result is expressed as a percentage or a ratio.

ROI formula

In the above formula, "Gain from Investment" refers to the proceeds obtained from the sale of the investment of interest. Because ROI is measured as a percentage, it can be easily compared with returns from other investments, allowing one to measure a variety of types of investments against one another.

Computing ROI

A detailed ROI analysis requires identifying all the variables that could impact the outcome. This includes everything that could impact the return, and everything that should be considered as part of the investment. This is challenging, as is anything that requires us to predict the future and things that may be difficult to quantify. So let's start with a very basic equation for calculating ROI

- **Computing for digital marketing**
- For example, to understand what the ROI is of company, we need to understand what the goals or aims of the company are, what they wish to get from digital marketing and then measure these goals. For this we need to look at the Key Performance Indicators (KPIs) and the goals for each one.
-

-
- Here are some types of key performance indicators:
 - General Performance - Traffic, leads, Reach
 - Channel Based - Website, blog, social networks, search engines
 - Source based performance - Direct traffic, Organic search, referrals, email, PPC
 - Campaign based performance - Lead generation, click throughs, conversions, conversion rates
 - Setting realistic and measurable goals

ROI computed for Adolescent Reproductive Health Communication.

ROI was computed for the behavioral benefit that occurred among the adolescent girls in terms of ARH communication due to execution of ARH education in the form of edutainment material on which investment was made.

$$\text{ROI} = \frac{\text{Monetary benefits} - \text{cost of intervention}}{\text{Cost}} \times 100$$

- Monetary benefits were derived following the below given three steps

The ROI for ARH information was computed as shown below

Step-1

Sum of pre-test scores of all four schools= 1328

Investment =Rs. 5500

Investment per unit = 5500/1328 = 4.14

Step-2

Post score = 2908

Difference increase post- pre score = 2908- 1328 =1580

Monetary benefits = 1580 X 4.14 = 6541

Step-3

6541 - 5500

$$\text{ROI} = \frac{6541 - 5500}{5500} \times 100 = 18.93\%$$

ROI for ARH influence and motivation

Similarly, the ROI for ARH influence was computed.

Step-1

Pre Scores = 1306

Investment =Rs. 5500

Investment per unit = 5500/1306 = 4.21

Step-2

Post score = 2899

Difference Post – pre score = 5500 – 2908 = 1593

Monetary benefits = 1593 X 4.21 = 6706

Step-3

6706 - 5500

$$\text{ROI} = \frac{6706 - 5500}{5500} \times 100 = 21.92\%$$

- Therefore, the returns on investment for ARH communication with regard to influence and motivation was 21.92%, which means for every unit of investment the increase was almost 22 times. The returns on influence were more than on information.

- Total investment=Rs 3,21,000
- $\text{ROI} = \frac{(3,53,636.28 - 3,21,000)}{3,21,000} \times 100$
- = 10.17%

ROI of Web portal promotion

Year	Investment (Rs lakhs)	Users	Inc. in users	Invest/User	ROI
2013	(Rs lakhs)	446	-		
2014	1.21	3323	2877	42.06	
2015	1.50	6021	5575	26.90	
2016	0.50	12300	11854	4.22	
Total Income					
=3323x42.06+6021x26.90+11854x4.22=Rs3,53,636.28					

- Eco Ganesh Idol promotion through Facebook & Personal promotion

Media	Invest. (Rs Lakhs)	Sales(Rs Lakhs)	ROI
Personal	0.20	0.35	75%
Facebook	0.45	0.85	88.8%
SMS	0.07	0.36	414.3%

Expenditure on Millet fest Advertising campaign

S.No.	Year	Print	Radio	T.V.	Telephone	Online	Conventional	Total
1	2012-13	0.7	0.2	-	0.25	0.25	0.2	1.6
2	2013-14	0.7	0.2	0.10	0.15	-	0.1	1.25
3	2014-15	0.5	0.15	0.45	0.12	-	0.1	1.32
Total		1.9	0.55	0.55	0.52	0.25	0.4	4.17

Output indicators of advertisement campaign for three years

S.No.	Year	Total visitors	Average/day	Total Sale(Rs lakhs)	Peak hours	ROI(%)
			Purchase /Visitor(Rs)			
1	2012-13	26000	120.00	2.007	7-9pm	25.43
2	2013-14	57000	200.12	5.503	6.30-9.30pm	340.24
3	2014-15	86000	643.88	8.254	7-9.30pm	525.30
Total		169000		15.764		278

- The effect of communication can reduce accidents thereby reduction of premium for the policy holders. This can be calculated with the help of ROI.

ROI at Westec Security

1. Annual insurance cost savings \$1.00mn
2. Percentage credit due to commun $\$ \times 100\%$
3. Cost savings due to communication \$1.00mn
4. Annual salary of communicator plus campaign cost -0.08mn
5. Annual net cost savings \$92mn
6. Annual ROI =1150%

ROI FOR COMMUNICATION IN OTHER AREAS

1. ROI can be attempted on campaign for Swatch Bharat and washing of hands before taking food as envisaged by P.M.
2. 2

ROI IN AGRICULTURE

- ROI can be used in evaluating the monetary benefits of evolving new varieties of crops in comparison to existing varieties. ROI can be used for each variety of crop looking to the investment made and man hours spent by the scientist/scientists and amount of inputs like land, water, fertilizers etc.

Benefits of ROI

- **Measures Contribution** – ROI makes it possible for the HRD staff to know the specific contribution from a select number of programmes. It can determine if the benefits of the programme, expressed in monetary terms, have outweighed the costs and thus whether it has made a contribution and is actually a good investment or not.
 - **Sets Priorities** – By calculating ROIs in different areas, one can determine which programmes contribute the most to the organization, allowing priorities to be established for high-impact training.
-
- Ex: The effectiveness in CAFT training program on “Research Methodology” can be measured with the help of ROI using the no. of projects sanctioned for the participants.
 - For EX: we had CAFT training program on this topic and some participants pursued and submitted projects for funding agencies and got sanctioned worth lakhs. ROI can be calculated for this program.

Criteria for an Effective ROI Process

- The following criteria were developed for an effective ROI process with inputs from hundreds of education and training managers and specialists (Phillips, 1997a).
- It must be simple, void of any complex formula.
- It must be economical with the capability to become a routine part of training and development without requiring any additional resources.
- The assumptions, methodology, and techniques used must be credible.
- Ideally, the process must strike a balance between maintaining a practical and sensible approach and a sound theoretical base for the process.

- Calculating ROI for something intangible as communication was by focusing on elements targeted at changing some measurable behavior that has bottom line impact. Public practitioners, change management communication specialists and business marketers found positive relationship between high ROI and high financial performance.
- Based on empirical evidences of the study the following strategy of BCC package for adolescent reproductive health, as depicted in figure 4.4, may be proposed to assure reproductive health right from adolescence..

Alters Management Perceptions of Training –

The ROI process, when applied consistently and comprehensively, can convince the management group that training is an investment and not an expense. Managers will see training as making a viable contribution to their objectives, thus increasing the respect for the function. This is an important step in building partnership with management.

-
- **Focuses on Results** – Measurement of ROI is a result based process which brings a focus on results with all programs. The process requires instructional designers, facilitators, participants, and support groups to concentrate on measurable objectives – what the program is attempting to accomplish. Thus, the process has the added benefit of improving the effectiveness of all the training programs.

ROI Limitation

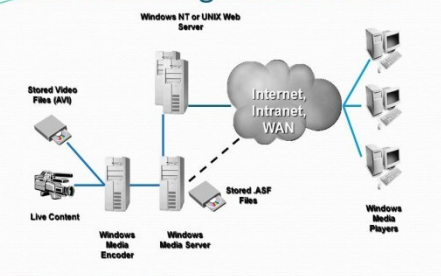
- ROI is a ratio
- ROI focuses on maximizing the return – investment ratio and fails towards profit maximization.
- ROI analysis does not incorporate means to evaluate projects based on viability of the gross investment needed. (estimate availability of funds)

- ROI analysis has no means to align to organization business strategy and regulatory compliance.
- ROI is the financial measure, focused on the profitability.
- ROI doesn't tell anything about the system effectiveness (how good is the system at what it is supposed to be doing) nor about system efficiency. (what the system is doing per rupee.)

- **Reference:**
- <https://www.digitaldoughnut.com/articles/2015/may/how-to-measure-roi-for-your-digital-marketing-camp>
- <http://www.investopedia.com/terms/r/returnoninvestment.asp#ixzz4ITtZxZWl>
Follow us: [Investopedia on Facebook](#)
- Sijwali, S. 2015. Promotional Strategies for Web Portal www.vigyanasaadhitha.com – An
- Experimental Study.

Streaming radio- demonstration

Sri.Chalapati Rao

<h1>Streaming</h1>	<p>OVERVIEW</p> <ul style="list-style-type: none"> • What is streaming? • How Streaming Works? • Streaming (various approaches) • Different Streaming Methods • Streaming Players & products • Advantages of streaming
<h3>What is Streaming?</h3> <p>Streaming Defined</p> <ul style="list-style-type: none"> • Transmit audio, video and other multimedia over the Internet or corporate intranets. • Use to deliver almost any type of media – from video, audio and image files to animation sequences and text. 	<h3>How streaming works?</h3> <p>When audio or video is streamed, a small buffer space is created on the user's computer, and data starts downloading into it. As soon as the buffer is full (usually just a matter of seconds), the file starts to play. As the file plays, it uses up information in the buffer, but while it is playing, more data is being downloaded. As long as the data can be downloaded as fast as it is used up in playback, the file will play smoothly.</p> <ul style="list-style-type: none"> • A computer connected to the internet over a local area network (LAN) or a modem. • A web browser with the proper player or plug-in installed. • A plug-ins works in conjunction with the browser to play streaming encoded files in a particular format. <p>Continued.....</p>
<ul style="list-style-type: none"> • A web server stores web pages or HTML files. • Streaming media files normally reside on a separate dedicated streaming server. • A media link is clicked on a web page the browser reads the HTML code, and the player/plug-in take over. • The player negotiates with the streaming server and gets the target media file using a path statement. • A few seconds of buffering the media file begins to stream within the player onto screen. 	<h3>How Streaming Media Works</h3>  <p>Tip: PowerPoint 2000 can send an online broadcast directly to a Media Server</p>

Streaming (various approaches)

- Several different approaches to streaming content on the web such as: audio, audio with slides, motion video, animation, live web casts...
- **Audio** is the simplest media type of stream.
- Requires the least amount of time and technical expertise to produce, and is the most reliable of all true streaming formats.
- Good for delivering music, recorded interviews and speeches, language comprehension instruction, stories, news report or auditory content that does not require visual representations.
- A slight delay of at about 5 seconds or more after a user clicks an audio link.
- Provide good quality sound and images with modem connections.
- **Animation** is the movement of text, images and/or shapes within a screen area.

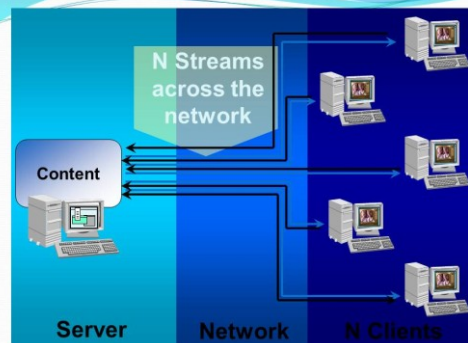
Continued...

- Animation files often use a progressive download method of streaming.
- Flash animation can also be converted into true streaming presentations using Real Media or QuickTime.
- They can also be combined and synchronized with streaming audio files.
- Good web animations often require significant production time and resources.
- **Live web casts** are on-line broadcasts .
- Use streaming to deliver the audio, slides or video of a presenter.
- Web casts are most suitable for high demand live presentations to large geographically dispersed audiences.
- Web cast is a live event and can even be recorded for later

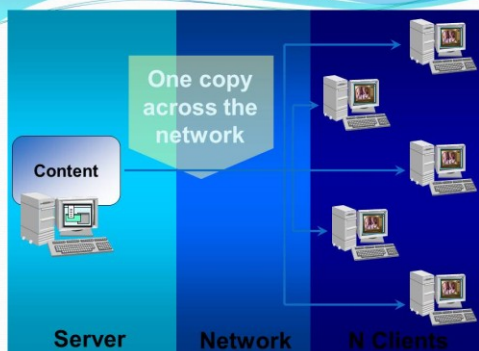
Different Streaming Methods

- The User Experience
 - **On-Demand**: user can start, stop, pause, FF, RR, etc. (VCR)
 - **Broadcast**: user can join and leave (TV / Radio)
- The Delivery Mechanism
 - **Unicast**: user-initiated point-to-point connection to the server
 - **Multicast**: point-to-multipoint connection from the server
- Myths
 - Unicast delivery implies on-demand experience
 - Broadcast experience implies multicast delivery
 - On-demand experience implies unicast delivery
- Fact
 - Multicast delivery implies broadcast experience

Unicast Streaming



Multicast Streaming



Different Streaming Players

- Three major streaming players are RealMedia, QuickTime, and Windows Media.
- Streaming has three components that affect people who use your web site: Servers and media files, Media players or plug-ins, Encoding and creation tools.
- RealMedia, QuickTime and Windows Media have their own proprietary server and types of media files that they use.

Continued...

- Media player is a plug-in component for web browsers.
- Users need the player installed on their computer to view or listen to streaming media designed for that player.
- Encoding and file creation relates to the way media files are created for a particular streaming format.
- Three streaming has its own proprietary way of encoding media files for playback from streaming server.
- Might need access to special software for converting files into the streaming format of your choice.

Advantages of Streaming

- **Faster Views over the Internet:**
 - Streaming media takes the wait out of hearing audio or viewing video and animation over the internet.
 - Streaming video does not need to be downloaded before it can be viewed.
- **Protection against media piracy:**
 - Provides a much higher level of security for original content and can protect content owner's rights.

Continued...

- Streamed files play over the internet without being downloaded to views' computers.
 - Media is fully protected and not susceptible to unauthorized duplication or tampering.
 - **See who's watching your videos:**
 - Possible to keep track of viewers who see your streaming media.
 - Provides feature that gives you detailed reports about who is viewing your media, the number of times a file is requested....
- <http://streaming.compared>

02-10-16

Photography support in Visual Media

N. HARISH KUMAR

Photography support in Visual Media

N. HARISH KUMAR ARPS
Department of Photography
College of Fine Arts, JNAFA University.

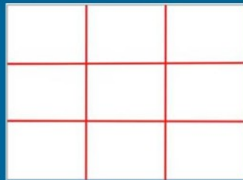
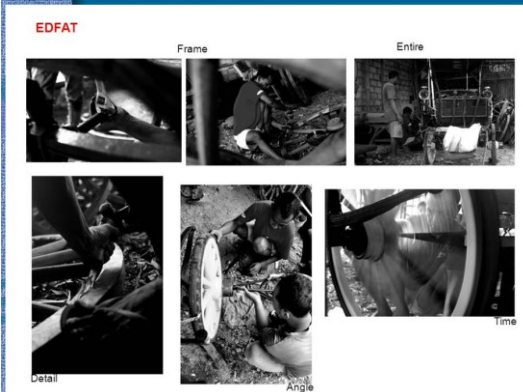
"Photography is my language; I only speak with my eyes. The camera is my passionate pen, light is my infinite ink, and film is my paper."

'A picture is worth a thousand words'.
This old saying will continue to be true. However, the credibility of the thousand words would now be held in doubt from the day you go in for computer manipulation of images.

Use images in your content to bring it to life. Adding a picture to an article or a post can add several advantages.

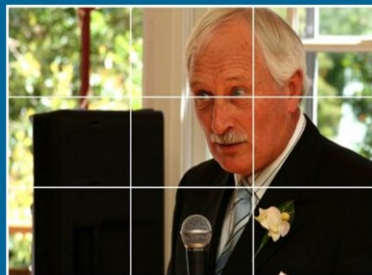
The way we see and we understand is in our mind through our eyes: our human tool. The camera is simply an extension of that tool to help individuals understand how to see. The act of seeing is a learned process.

The Tool - Camera



As you're taking an image you would have done this in your mind through your viewfinder or in the LCD display that you use to frame your shot.

With this grid in mind the 'rule of thirds' now identifies four important parts of the image that you should consider placing points of interest in as you frame your image.



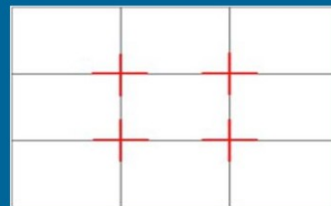
EDFAT –The Art of Seeing Entire, Details, Frame Angles, and Time,

a method that allows you to fine-tune your photographic seeing.

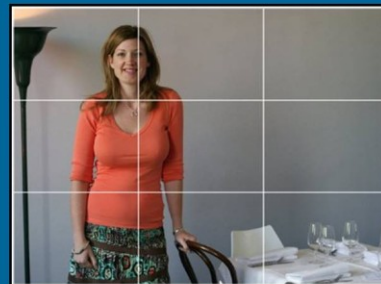
Rule of Thirds

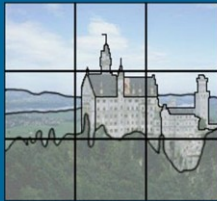
The rule of thirds is a powerful compositional technique for making photos more interesting and dynamic.

The rule of thirds states that an image is most pleasing when its subjects or regions are composed along imaginary lines which divide the image into thirds — both vertically and horizontally:



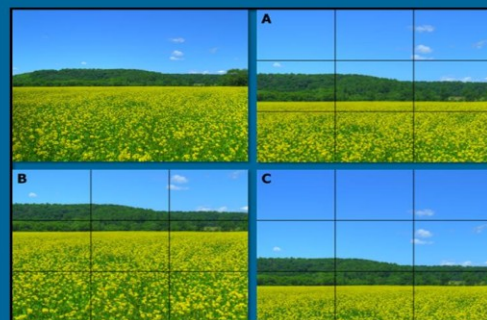
The theory is that if you place points of interest in the intersections or along the lines that your photo becomes more balanced and will enable a viewer of the image to interact with it more naturally.





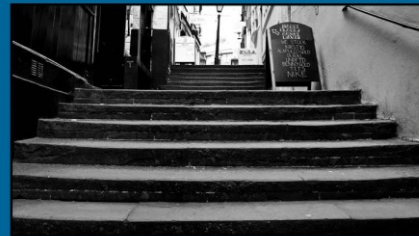
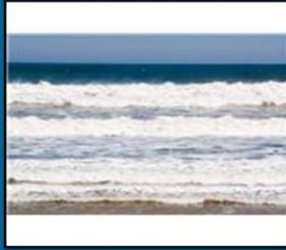
Characteristics of a good photo

- Line
- Shape
- Pattern
- Texture
- Size and space



Horizontal Lines

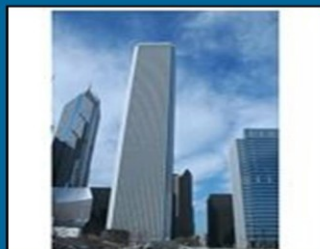
- Horizontal lines can suggest *peace, calmness and a sense of restfulness.*
- E.g. Fallen Trees
 - The ocean
 - Beaches
 - horizons

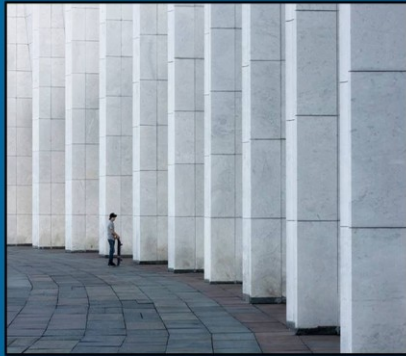


Vertical Lines

- Vertical lines can suggest *dominance, power, and growth.*
- E.g. Structural Designs
 - Trees

- Vertical lines in an image can portray dominance, power and growth.
- Excellent examples are architectural structures and trees.
- Vertical lines can be used very effectively by changing from horizontal to vertical framing. This will lengthen the vertical subject further which will emphasize its height.

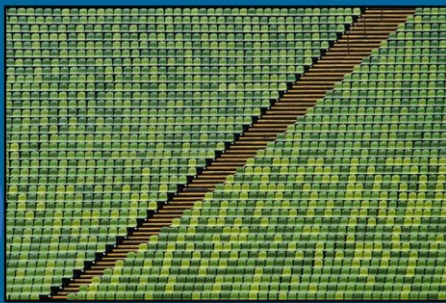


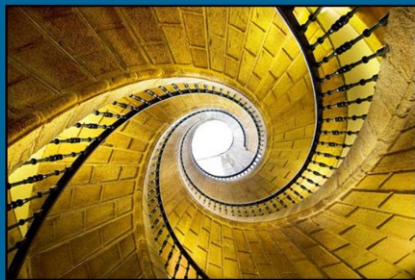
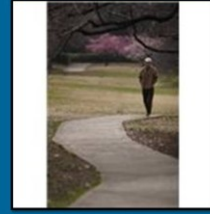


Diagonal Lines

- Diagonal lines can suggest *action, stimulation and depth.*
- The use of diagonal lines can help draw the eye through a photo.

- Diagonal straight lines convey a message of strength, and create a sense of tension and movement. They can be found in many man made structures. They are considered more visually dynamic, sweeping across any area of an image and in any direction creating the dynamic feeling from the diagonal line. They are easy to create in a photograph by altering the angle and creating a different perspective, as we hold our camera when capturing an image.





Shape

Shape is a two-dimensional element basic to picture composition and is usually the first means by which a viewer identifies an object within the picture.

Form is the three-dimensional equivalent of shape. Even though shape is only two-dimensional, with the proper application of lighting and tonal range, you can bring out form and give your subjects a three-dimensional quality.

- Tends to be noticed first, before texture and pattern
- Easiest and most recognizable composition tool
 - Shape helps create a mood/character for the picture
 - Search for the unconventional or surprise shape in objects



Creating shape

- Common—
 - use backlighting to create a silhouette
- Uncommon—
 - side lighting with simple background
 - underexpose to focus on shape vs. color or texture

Pattern

- Orderly combination of shape, line, or color
- Pattern can help echo the character of a photo
- Catching attention
 - Random patterns
 - Slight variation in a pattern
 - Pattern in common places



Texture

- Adds realism (sense of touch) to a photo
- Sharp (hard) light highlights texture
- Especially important for close-up and b/w shots
- Side lighting highlights texture
- Most portraits use front lighting to decrease texture on skin



Giving perspective

- Linear—Lines which converge into the distance
- Diminishing size—objects further away are smaller
- Aerial perspective—atmosphere creates haze, which lightens objects farther away



Depth

- Overlapping forms—overlapping objects in a picture create depth and distance
- Selective focusing—focusing on the foreground and blurring the background



Balance

- Balance color and weight in a picture
- Formal and informal
- Symmetrical and asymmetrical



There are usually several ways to arrange or balance your subjects. You may choose the style on the left because you'd like to convey a feeling of formality-or you may prefer the more relaxed informal pose. They're both well balanced.

Cut offs

- Avoiding cutting out parts or wholes of people or main subjects
- Avoiding cutting out the path of a moving object



Working with angles

- Low angles
 - Clear sky backdrop
 - Accentuate movement or action
- High angle
 - Eliminate cloudy sky
- 45 degree angles will cut glare
- Avoid centered horizons



Framing

- Adds depth
- Should fit theme
- Helps subject fill the frame
- Can block unwanted subjects from view
- Watch focus on foreground
 - Focus on foreground in landscape
 - Focus on subject in portraits
 - Auto-focus should be centered on main topic
 - Overall—DEPENDS ON CAMERA





What we mean is to frame the center of interest with objects in the foreground. This can give a picture the feeling of depth it needs to make it more than just another snapshot.



We're certainly close enough to our subject in both pictures, but the busy background on the left camouflages the seagull. Just change your point of view slightly and, presto, your seagull stands with visual prominence against the blue sky.



Compose your photograph so that your reason for taking the picture is clearly seen. Arrange other parts of the picture area in such a way as to complement what you choose to be the center of interest. Most of us would prefer the picture on the right because the parking lot tends to contradict the feeling of antiquity related to this mission.

Fill the frame

- Would this picture look better if I was closer?
 - Focus on subject
 - Detail
- Start far and move closer
- Fill the frame with objects that “fit”
- Long range shots provide depth and perspective

Simplicity

- One strong center of interest
 - Foreground or background should be simple or complimentary to center of interest
 - Include foreground or background for sense of isolation, distance, depth, etc.
- Avoid mergers



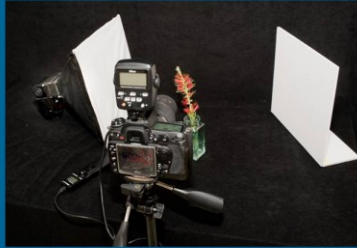
So, you can simplify your pictures and strengthen your center of interest by selecting uncomplicated backgrounds, avoiding unrelated subjects, and moving in close. If you want to make your center of interest even more dynamic, place it slightly off center in your frame as we have done with this young artist.

Macro Photography

Photography producing photographs of small items larger than life size.



Macro Photography



Macro Photography



Macro Photography



Equipment For Macro photography



Close up Lens Kit



Extension Tubes

Equipment For Macro photography



Flash Units For Close up



Equipment For Macro photography



Lens Reversal For Close-up

Equipment For Macro photography



Tripods to Avoid Camera Shake

Macro Photography



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Google Analytics Dashboard

Sessions	Users	Page Views
63	42	464
Bounce Rate	Organic Search	Pages/Session
4.76%	6	7.37

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Dr.V.Uma

Google Analytics Dashboard

Sessions	Users	Page Views
30	28	96
Bounce Rate	Organic Search	Pages/Session
0.00%	0	3.20

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Dr.Y.Sivalakshmi
Towards organic Farming

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October 5, 2016 by sivalakshmi

Here is a video on how to make agriculture profitable.

How to make Agriculture profitable?

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Google Analytics Dashboard

Sessions	Users	Page Views
88	69	485
Bounce Rate	Organic Search	Pages/Session
1.14%	3	5.51

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Saturday, October 29, 2016 Latest: Traditional costume of Manipuri woman

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Through D's eye

DDS Sangham Radio
October 4, 2016 Sirisha Deepthi Sornapudi Leave a reply

A video of our visit to DDS Sangham Radio My first experience of vide

Sketches

Traditional costume of Manipuri
October 4, 2016 Sirisha Deepthi Sornapudi Leave a reply

The traditional dress of Manipuri woman is shown here. Look at the P upper torso or at the waist, like a skirt reaching up to ankles. Phanke white, red...

Google Analytics Dashboard

Sessions	Users	Page Views
657	369	3,344
Bounce Rate	Organic Search	Pages/Session
1.83%	9	5.09

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