

**EXTENSION EDUCATION INSTITUTE
MINISTRY OF AGRICULTURE AND FARMERS' WELFARE
GOVT. OF INDIA
NILOKHERI (KARNAL) HARYANA
&
PUNJAB AGRICULTURAL UNIVERSITY, LUDHIANA**

- **TRAINING TITLE: SOCIAL MEDIA AND AGRICULTURAL JOURNALISM**
- **DURATION: 07 DAYS (19-25AUGUST 2025)**
- **COURSE COORDINATORS: Dr. B. S. Ghanghas & Dr. Lavleesh Garg**
- **MOBILE: 9416397814**
- **VENUE: PAU, Ludhiana (Punjab)**

TIME	DATE AND TOPIC	RESOURCE PERSON
Day-1: 19/08/2025 (Tuesday)		
9.30-10.30AM	Registration and Pre-Test	Mrs. Kuldeep Kaur Skill Development Centre
10:30-11:20AM	Inauguration of Training Programme	Director Extension Education, Course Coordinators & Participants
Tea Break		
11:30-1:00PM	Agricultural Journalism: Challenges and Opportunities	Dr Hina Goyal
Lunch break		
2:00-3:30PM	Social media for Agricultural Extension	Dr Devinder Tiwari
Tea Break		
3:45-5:15PM	Video production skills for Agricultural Journalism	Dr Anil Sharma
Day-2: 20/08/2025 (Wednesday)		
9:30-10:00AM	Recall Session	Course Coordinators
10:00-11:30AM	Writing for Farm Families	Dr Nirral Jaura
Tea Break		
11:40-1:10PM	Writing Effective Agricultural Success Stories	Dr. Kulvir Kaur
Lunch break		
2:00-3:30PM	Organization of effective social media campaigns for Agricultural Development	Dr. Kuldeep Singh
Tea Break		
3.40-5.10PM	Effective Panel Discussions for dissemination of innovative technologies/innovations	Dr.Khushdeep Dharni
Day-3: 21/08/2025 (Thursday)		
9:30-10.00AM	Recall Session	Dr. B. S. Ghanghas Faculty, EEI, Nilokheri
10.00-11:30AM	Emerging ICTs for promotion of sustainable agriculture	Dr. B. S. Ghanghas Faculty, EEI, Nilokheri
Tea Break		
11:40-1:00PM	Photography to Leverage Farm Information Circulation	Dr. Sandeep Singh
Lunch Break		
2.00-4.30 PM	Interaction with Key farm journalists	Dr. Jagwinder Jodha

Day-4: 22/08/2025 (Friday)		
9:30-10:00AM	Recall Session	Course coordinators
10:00-11:30AM	Focused Group Discussion Technique for Participatory Extension	Dr Vipran Rampal
Tea Break		
11:40-1:10PM	Hands on experience on digital tool for transfer of technology	Dr.Devinder Singh
Lunch Break		
2:00-03:30PM	Effective Use of Radio for Agricultural Extension	Dr. Navdeep Singh Retd Prog Officer (AIR, Ludhiana)
Tea Break		
3:45-5:15PM	Effective Use of Podcast/Webcast in Agriculture	Dr. Navdeep Singh Retd Prog Officer(AIR, Ludhiana)
Day-5: 23/08/2025 (Saturday)		
9:30-10:00AM	Recall Session	Course coordinators
10:00-11:00PM	Writing and Delivering for Television	Dr. Lavleesh Garg
Tea Break		
11:10-1:00PM	Exposure visits to Radio Station	Dr. Lavleesh Garg
Lunch Break		
2:00-4:30PM	Exposure visits to Video Production Studio/Centre	Dr. Prema Kapila
Day-6: 24/08/2025 (Sunday) - Holiday		
Day 7: 25/08/2025 (Monday)		
9:30-10:00AM	Social Media and digital story telling for agriculture	Mr.Mohit Puri
10:00-11.30 AM	Post Evaluation of Training Programme	Dr. B. S. Ghanghas Faculty, EEI, Nilokheri
Tea Break		
11:40-1:10PM	Valedictory Function & Feedback	Chief Guest, Course Coordinator & Participants

Lavleesh Garg

