

CCS HAU
EXTENSION EDUCATION INSTITUTE, NILOKHERI (HARYANA)
Ministry of Agriculture and Farmers' Welfare
GOVT. OF INDIA

Training Programme

Training Title: Extension Methodology and Social Media Skills in Transfer of Technology

Date & Duration: 05–09 January 2026 (Five Days)

Venue: HAMETI, Jind (Haryana)

Course Director: Dr. S.R. Verma

Target Group: Middle-level Extension Functionaries (Agriculture & Allied Sectors)

Objectives of the Training Programme:

1. To sensitize participants about appropriate and effective extension methods for efficient transfer of agricultural technologies.
2. To develop practical skills among participants for creating farmer-oriented digital and social media content using modern ICT tools.
3. To build participants' capacity in using social media platforms and generative AI tools for technology dissemination and advisory services.

Tentative Day to Day Training Schedule:

Date & Time	Topics	Resource Person
Day-1: 05.01.2026 (Monday)		
9.30 -10.30 AM	Registration, Need Assessment & Pre-Training Test	Training Assistant/ Participants
10.30 -11.15 AM	Inauguration of Training Programme	RD, EEI / Director, HAMETI/ Faculty/Course Director & Participants
Tea Break		
11:30AM – 1.00 PM	Ice-breaking, Expectations Sharing & Overview of Training Programme	Dr. S.R. Verma Course Director/ Participants
Lunch break		
2.00 – 3.30 PM	Role of lifestyle management and health care in the work efficiency	Dr. Sanjay Kumar Regional Director, EEI
Tea Break		
3.45 - 4.45 PM	Brainstorming Session on Challenges in Technology Dissemination and their solutions	Dr. S.R. Verma Course Director/ Participants
Day-2: 06.01.2026 (Tuesday)		
9.15 -9.30 AM	Recall session	Course Director/ Participants
9.30- 11.00 AM	Classification, Selection, and Use of Modern Extension Methods	Dr. S.R. Verma Asstt. Professor & Course Director

Tea Break		
11.15 AM -1.15 PM	Public speaking strategy for technology transfer	Dr. Jasvinder Kaul Faculty, EEI, Nilokhari
Lunch Break		
2.00 – 3.30 PM	Interpersonal Relationship strategy for effective transfer of technology	Dr. Satyakaam Malik Assoc. Prof. (Mngt. Science)
Tea Break		
3.45 – 5.00 PM	ICTs and social media tools for effective extension service	Dr. Balram Asstt. Prof. Mass Comm., CRSU, Jind
Day-3: 07.01.2026 (Wednesday)		
9.15 -9.30 AM	Recall session	Course Director/ Participants
09:30 - 11:00 AM	Use of generative AI tools for social media content creation.	Dr. S.R. Verma Asstt. Prof. & Course Director
Tea Break		
11:15 AM -1.15 PM	Hands on use of AI tools for content creation.	Course Director/ Participants
Lunch Break		
2.00 – 5.30 PM	Exposure Visit	Coordinator/ Participants
Day-4: 08.01.2026 (Thursday)		
9.15 -9.30 AM	Recall session	Course Director/ Participants
09:30AM 11:00AM	Effective use of social media platforms for transfer of technology	Dr Pawan Kumar DES (Extension Education) KVK, Jind
Tea Break		
11:15AM - 01:00PM	Hands on for creating short videos and reels	Course Director/ Participants
Lunch Break		
2.00 – 5.30 PM	Exposure Visit	Coordinator/ Participants
Day-5: 09.01.2026 (Friday)		
9.15 -9.30 AM	Recall session	Course Director/ Participants
09:30AM 11:00AM	Farmers' welfare schemes and govt. support for agriculture development in Haryana	Dr. Karam Chand, Director, HAMETI & DDA, Kurukshatra
Tea Break		
11:15AM - 01:00PM	Presentation by participants about take home knowledge and skills	Course Director/ Participants
Lunch Break		
02:00 - 03:00 PM	Post-training evaluation & feedback	Training Assistant/ Course Director/ Participants
03.00 - 04.30 PM	Valedictory Function & certificate distribution	Chief Guest, RD, Course Director, faculty & Participants