



CCS HARYANA AGRICULTURAL UNIVERSITY
EXTENSION EDUCATION INSTITUTE
(NORTHERN-REGION)
MINISTRY OF AGRICULTURE & FARMERS' WELFARE
GOVT. OF INDIA



TRAINING TITLE : **SOCIAL MEDIA AND AGRICULTURAL JOURNALISM**
DURATION : **04 DAYS (09-12 DEC., 2025)**
COURSE COORDINATORS : **DR. AJAY KUMAR & DR. A.K. ROHILA, EEI, NILOKHERI**
DR. BINEETA SATPATHY, RPCAU, PUSA
VENUE : **RPCAU, PUSA, SAMASTIPUR**

TRAINING SCHEDULE

09/12/2025 (Tuesday)		
Time	Date and Topic	Resource Person
10:00 AM 10:30 AM	Registration & Pre Test	Dr. Ajay Kumar & Dr. A.K. Rohila
10:30 AM 11:15 AM	Inauguration of Training	DEE, & Director of Research, RPCAU, Faculty & Participants
11:15 AM 11:30 AM	Tea Break	
11:45 AM 01:00 PM	Video Production Skills for Transfer of Technology	Dr. Ajay Kumar Faculty, EEI, Nilokheri
01:00 PM 02:00 PM	Lunch Break	
02:00 PM 03:30 PM	Combating Misinformation In Agriculture Through Responsible Social Media Journalism	Ms. Minati Chaklanavis, Ex- Head Department of Mass Communication, Patna Women College, Patna
03:30 PM 03:45 PM	Tea Break	
03:45 PM 05:15 PM	Personal Branding Through Social Media, Visit to Media Cell (Practical Orientation)	Dr. Ram Datt Director, SAB & RM, RPCAU, Pusa
10/12/2025 (Wednesday)		
09:00 AM 09:30 AM	Recall Session	Course Coordinator
09:30 AM 11:00 AM	Communication Skills	Dr. Anil Kumar Rohila Assistant Professor, EEI, Nilokheri
11:00 AM 11:30 AM	Tea Break	
11:30 AM 01:00 PM	Writing and Reporting Skills for Effective Technology Transfer in Agriculture	Dr. Anjani Kumar Jha HOD & Associate Professor, Department of Media Studies
01:00 PM 02:00 PM	Lunch Break	
02:00 PM	Fake News Identification	Dr. Ajay Kumar