

GOVT. OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS' WELFARE
CCS HARYANA AGRICULTURAL UNIVERSITY
EXTENSION EDUCATION INSTITUTE
NILOKHERI (HARYANA)
AND
SAMETI, RANCHI (JHARKHAND)

Training Title Extension Methodology and Social Media Skills in Transfer of Technology
Duration 04 Days (10-13 November 2025)
Training Coordinators Dr. Anil Kumar Rohila and Smt. Kumud Kumari
Venue SAMETI, Ranchi

TENTATIVE TRAINING SCHEDULE

TIME	TOPIC	EXPERT DETAILS
DAY-1: 10.11.2025 (MONDAY)		
09:30-10:30AM	Registration and Pre-Test	Smt. Kumud Kumari Dy. Director SAMETI, Jharkhand
10:30-11:15AM	Inauguration of Training Programme	Chief-Guest Coordinators and Trainees
TEA BREAK		
11:30-01:00PM	Video-Based Learning: A Modern Approach for Agricultural Extension and Social Media	Dr. Ajay Kumar Asst. Professor EEI, Nilokheri
LUNCH BREAK		
02:00-03:30PM	Digital Media Literacy for Extension Functionaries	Dr. Dev Vrat Singh Professor CUJ, Ranchi
TEA BREAK		
03:45-05:15PM	Lifestyle Choices for Excellence in Field	Dr. Sanjay Kumar Regional Director EEI, Nilokheri
05:15-06:15PM	Effective Communication Strategies for Farmer Engagement	Dr. A. K. Rohila Asst. Professor EEI, Nilokheri
DAY-2: 11.11.2025 (TUESDAY)		
09:30-09:45AM	Recall Session	Dr. Ajay Kumar Training Co-coordinator
09:45-11:15AM	Design and Deliver Impactful Extension Talk for Technology Transfer	Dr. A. K. Rohila Asst. Professor EEI, Nilokheri
TEA BREAK		
11:30-01:00PM	Fake News Identification in Modern Era	Dr. Kirti Singh Visiting Faculty CUJ, Ranchi

LUNCH BREAK		
02:00-03:30PM	Effective Use of Social Media for Transfer of Technology	Dr. Ajay Kumar Asst. Professor EEI, Nilokheri
TEA BREAK		
03:45-05:15PM	Team Building and Leadership for Effective Extension Management	Smt. Kumud Kumari Dy. Director SAMETI, Jharkhand
05:15-06:15PM	Preparation of Extension Talk	Dr. A. K. Rohila Asst. Professor EEI, Nilokheri
DAY-3: 12.11.2025 (WEDNESDAY)		
09:30-09:45AM	Recall Session	Dr. Ajay Kumar Training Co-coordinator
09:45-11:15AM	SWOT Analysis: A Strategic Tool for Effective Extension Planning	Dr. Nitu Kumari Asst. Professor BAU, Ranchi
TEA BREAK		
11:30-01:00PM	Decision-Making Skills for Effective Extension Management and Technology Transfer	Dr. Kiran Singh Sr. Scientist & Head KVK, Dumka
LUNCH BREAK		
02:00-03:30PM	ICT and Digital Platforms in Agriculture	Sh. Abhishikt Salil Kujur Sr. Software Developer SAMETI, Jharkhand
TEA BREAK		
03:45-06:15PM	Exposure Visit (BAU, Ranchi)	Dr. A. K. Rohila Smt. Kumud Kumari Training Coordinators
DAY-4: 13.11.2025 (THURSDAY)		
09:30-09:45AM	Recall Session	Smt. Kumud Kumari Training Coordinator
09:45-11:15AM	Motivation Strategies for Extension Officers	Dr. A. K. Rohila Asst. Professor EEI, Nilokheri
TEA BREAK		
11:30-01:00PM	Writing for Farm Families for Better Outreach	Dr. Ajay Kumar Asst. Professor EEI, Nilokheri
LUNCH BREAK		
02:00-03:00PM	Extension Strategies for Publicity of Programmes for Transfer of Technology	Dr. A. K. Rohila Asst. Professor EEI, Nilokheri
03:00-04:00PM	Post-Test, Course Evaluation Performa, Feedback and Valedictory	Chief Guest Training Coordinators and Trainees

Dr. A. K. Rohila
EEI, Nilokheri

Ms. Kumud Kumari
SAMETI, Jharkhand