

**National Institute of Agricultural Extension Management, Hyderabad
and**

ICAR-Indian Veterinary Research Institute, Izatnagar

**organised five day Online Collaborative Training programme entitled
“Innovations in Digital Extension”**

during 23rd- 27th September, 2024.

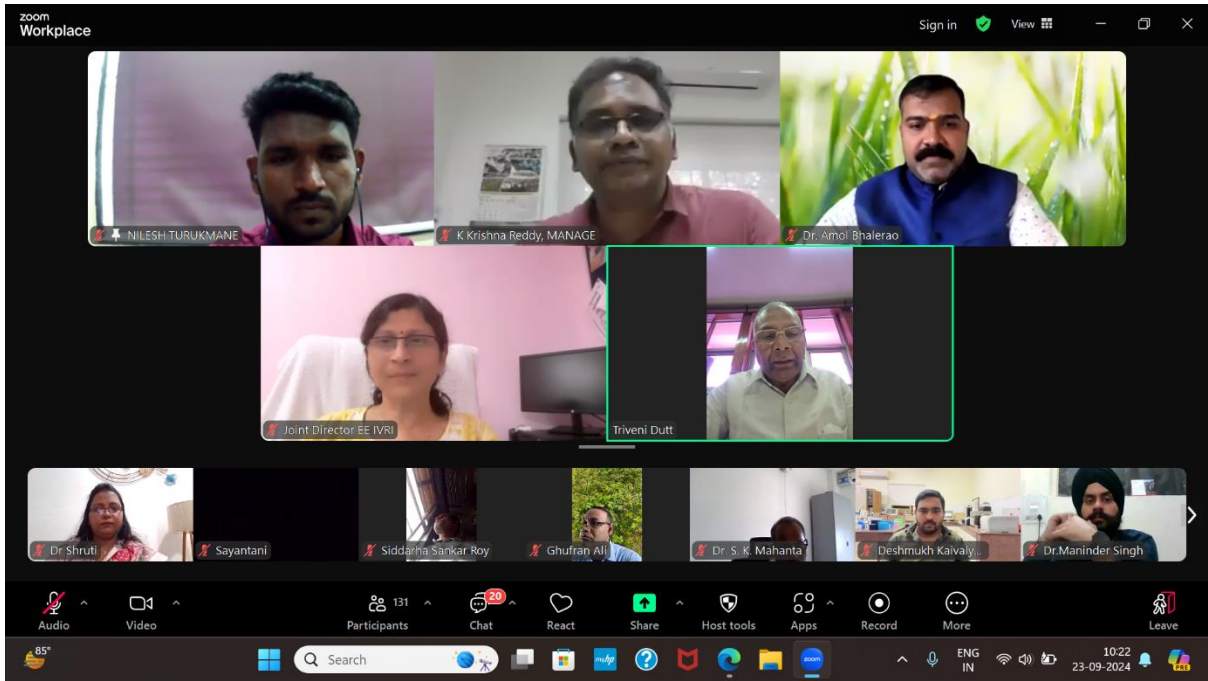
The Joint Directorate of Extension Education, ICAR-Indian Veterinary Research Institute, Izatnagar in collaboration with National Institute of Agricultural Extension Management (MANAGE), Hyderabad organised five days collaborative training programme entitled “Innovations in Digital Extension” during 23rd September, 2024 to 27th September, 2024. The training program was inaugurated in the gracious presence of honourable Director cum Vice Chancellor, ICAR-IVRI, Izatnagar, Dr Triveni Dutt as chief guest and Director (ICT), MANAGE, Hyderabad, Dr K Krishna Reddy as Guest of Honour. The course director of the programme was Dr Rupasi Tiwari, who is having a huge experience in ICT based research and extension. Total 150 participants including resource persons attended the program in inauguration function.

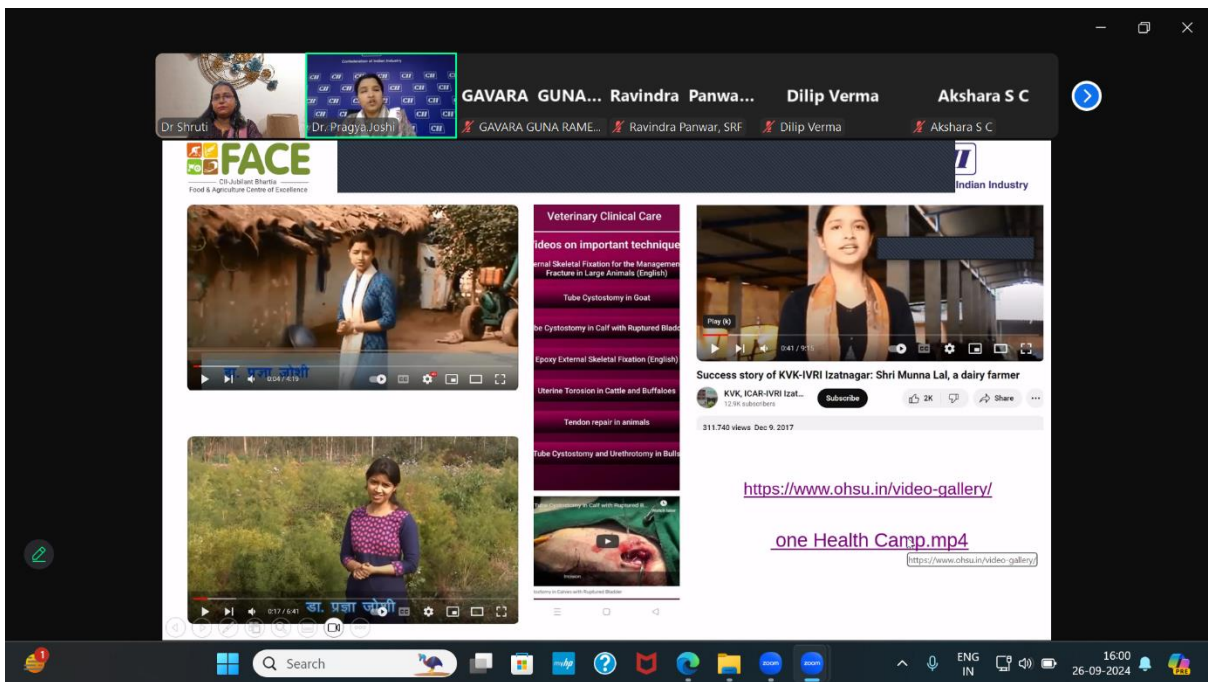
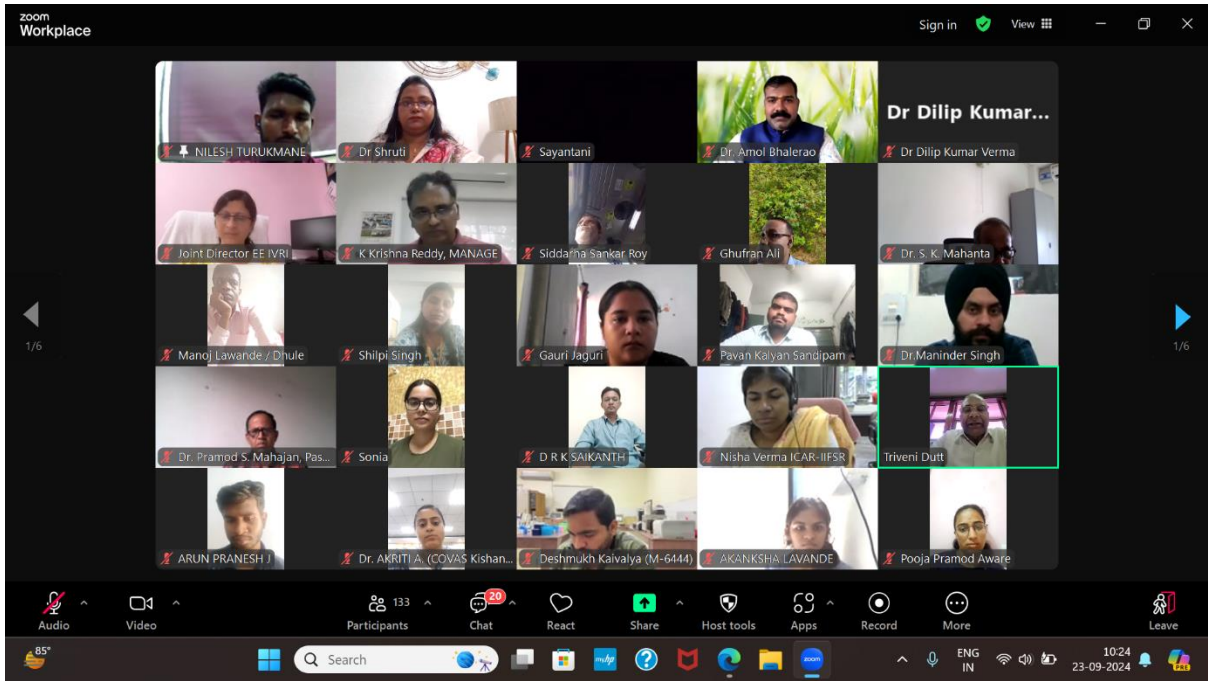
Dr Triveni Dutt, Director, ICAR-IVRI inspired the participants about digital extension: a medium to reach the unreached. He has been a pillar for developing the various innovative ICT tools at ICAR-IVRI, Izatnagar. Dr K Krishna Reddy, Director (ICT), MANAGE spoke about various ICT tools developed in agriculture and allied sector. He discussed about Virtually Integrated System to Access Agricultural Resources with the participants. Dr Rupasi Tiwari, Joint Director of Extension Education, ICAR-IVRI, Izatnagar briefed the training programme and interacted with the participants regarding importance and need of digital extension services. In her lecture, she explained various digital extension platforms across the country and provided a clear roadmap for harnessing these technological innovations to drive the future of agriculture, ensuring its sustainability and growth in an increasingly digital world. The inaugural function ended with formal vote of thanks by Dr Shruti, Scientist, Joint Director Extension Education and concluding remarks by Dr Amol Bhalerao, Scientist, TEC-PUNE, ICAR-IVRI.

During five days training programme, eminent speakers across the country interacted with the participants (assistant professors, KVK officials, research scholars, agripreneurs etc.). The esteemed Dr R R Burman, ADG (Agricultural Extension) shared the experience with PUSA Samachar, Dr M A Ansari, Professor, Dept. of Agr Communication, GBPUA&T interacted upon vlogs: the new way of e-extension, Dr Mahesh Chander, former Head, Division of Extension Education discussed on blogs with hands on exercise, Dr Sanjeev Kumar enlightened the session with community radio station. The alumni of ICAR-IVRI interacted upon video-based extension by Dr Pratiksha Panda, MOOCs platform by Dr Amandeep, social media by Dr Pragya Joshi and new media by Dr Maina Kumari. Resource person from ICAR-IVRI interacted on different topics i.e. use of AI, ML, IoT and other advanced tools by Dr Ayon Tarafdar, user-centric approach by Dr H R Meena, online data collection & creating effective online content by Dr Amol Bhalerao, E-extension evaluation and Impact assessment by Dr D Bardhan, ethical consideration in e-extension by Dr Madan Singh and communicating message strategies by Dr Shruti.

The valedictory session was organised on 27th September, 2024 at 4 PM in the gracious presence of hon'ble Director, ICAR-IVRI, Izatnagar, Dr Triveni Dutt as chief guest. The directors Sir appreciated the collaborative training programme and motivated to do more in future. Dr K Krishna Reddy, Director (ICT), MANAGE also complimented the efforts of organisers. Dr Rupasi Tiwari, Joint Director Extension Education explained about five days training experiences. Participants were glad with attending the such informative programme. The valedictory session of programme ended with vote of thanks by Dr Shruti and concluding remarks by Dr Amol K Bhalerao, scientist, TEC-PUNE, ICAR-IVRI.

The collaborative training programme was conducted under the guidance of Dr Rupasi Tiwari, JDEE and Dr K Krishna Reddy, Director (ICT) as Course Director of training programme. The programme was coordinated by Dr Amol K Bhalerao, Scientist, TEC-PUNE ICAR-IVRI and Dr Shruti, scientist, ICAR-IVRI, Izatnagar.





Dr Shruti Dilip Verma Dr. Pramod S.... Ketan Kumar Ve... **Dr. Amandeep S...** Ghufuran Ali

Dr Shruti Dilip Verma Dr. Pramod S. Mahaja... Ketan Kumar Verma Dr. Amandeep Singh Ghufuran Ali

The MOOCs Lab at GADVASU, Ludhiana

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zoom Workplace Meeting AT: Ayon Tarafdar's screen Recording... View

Dr Shruti **Ayon Tarafdar** BASU ANAND Dr Dilip Kumar... Ghufuran Ali ANUPRIYA

Dr Shruti Ayon Tarafdar BASU ANAND Dr Dilip Kumar Verma Ghufuran Ali ANUPRIYA

AI Research on-campus

Image-based animal weight measurement

RGB Image Grayscale Image Background subtraction Grayscale minus background Binary Image

Animal identification through AI

Collection of muzzle images from 200 animals and determination of their characteristics

Along with some work on microbial

Audio Video Participants 119 Chat 99 Share Host tools Apps Pause/stop recording More Leave

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Dr. Shrutti | Dr. Roy Burman, ADG (AE) | Tara Chand Bhatnagar | Dr. Amol Bhalerao | Dr. Selvam Kula... | Dr Dilip Kumar...

Average Subscribers Added
Year 1: 130, Year 2: 61, Year 3: 399

Subscribers added per episode: compared of Three years (from time of upload)

Watch Time (Hrs) and Subscriber Added

Positive Correlation

Year	Impressions	Impressions click-through rate (%)	Views
2021-22	4354838	6.20	270000
2022-23	5112781	7.1	363007
2023-24	10708934	12.0	1285072
Total	20176553	8.4	19,18079

Impressions Over years

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Dr. Shrutti | Dr. Sanjeev Kumar Singh | Dr. Amol Bhalerao | Dr. Pramod S.... | Dilip Verma | Ketan Kumar Verma

Joint Director EE, IVRI

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Dr. Amol Bhaler... Ketan Kumar Ve... Dr. Pramod S....

Dr. Shrutu Dilip Verma Dr. Amol Bhalerao Ketan Kumar Verma Dr. Pramod S. Mahajan Basu Anand

VERTEX

Mahesh Chander

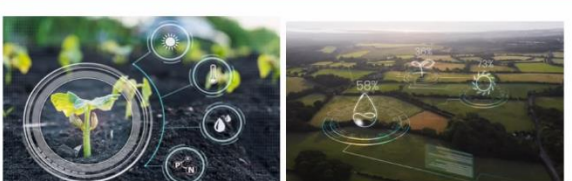
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Dr. Amol Bhaler... Abhishek Singh Ketan Kumar Ve... Dr. Ashish Bankar

Dr. Shrutu Dr. M A Ansari Dr. Amol Bhalerao Abhishek Singh Ketan Kumar Verma Dr. Ashish Bankar

Vlogs: A new way of e-Extension



Dr. Mohammad Aslam Ansari
Professor – Agriculture Communication
GBPUAT, Pantnagar

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