



शोकानुपं
ICAR

ICAR-IARI, New Delhi

Online Training on

Effective Research Communication for Enhanced Scientific Impact and Farmer's Engagement

25th November–01st December 2026



Clear
Communication



Stronger
Engagement



Greater
Impact



Chief Patron

Dr Ch. Srinivasa Rao

Director
ICAR-IARI New Delhi



Co-Patron

Dr. R N Padaria

Joint Director (Extension),
ICAR-IARI New Delhi



Course Director

Dr. Satyapriya

Head, Ag. Extension
ICAR-IARI New Delhi



Training Coordinators

- **Dr. Girijesh Singh Mahra**
Senior Scientist, Ag. Extension
- **Dr Sitaram Bishnoi**
Senior Scientist, Ag. Extension
- **Dr Subhashree Sahu**
Scientist, Ag. Extension
- **Dr Sushmita Saini**
Scientist, Ag. Extension



For queries contact us on:
head_exten@iari.res.in



Division of Agricultural Extension



ICAR-Indian Agricultural Research Institute, New Delhi-110012



ABOUT THE TRAINING PROGRAMME

National campaigns such as **Viksit Krishi Sankalp Abhiyan (2025)** and **Khet Bachao Abhiyan (2026)** have demonstrated the critical role of effective research communication in strengthening farmer engagement and translating agricultural research into field-level action. The proposed virtual training will equip extension and scientific personnel with competencies in audience-oriented communication, science translation, digital and multimedia tools, message development, and stakeholder feedback. It will enhance their ability to communicate complex research findings clearly, improve technology dissemination, strengthen research-extension-farmer linkages, and promote evidence-based agricultural development.



SCHEDULE OF THE TRAINING

Date	Module	Key Topic	Resource person
25 November (Wednesday) 	Inaugural Session  innovations in Research and Extension	New innovations in Research: IARI technologies for farmers prosperity	Dr. Ch. Srinivasa Rao, Director, ICAR-IARI New Delhi
		Extension Research in India: Status, New initiatives and Way Ahead	Dr R. N. Padaria, Joint Director (Extension), IARI
26 November (Thursday) 	 Translating research into Publication	Translation of research into scientific reporting/publication	Dr M. S. Nain, Professor, Div of Agril. Extension, IARI
		Analysing and presentation of data: Advanced tools of research methodology	Dr Sitaram Bishnoi, Senior Scientist, Div of Agril. Extension, IARI
27 November (Friday) 	 Communication and Content Development Skills	Impactful Communication and Persuasion Skills for Extension Professionals	Dr Ved Prakash Upadhyay Managing Director of Brandvocates India
		Scientific Content Development for Radio and TV Talk	Dr. Kapila Shekhawat) Principal Scientist, Agronomy
28 November (Saturday) 	 Management for team building	Team building for enhanced performance in organisation	Dr. Satyapriya, Head, Ag. Extension, IARI
		Transactional Analysis	Dr. Rashmi Singh, Professor, Ag Extension, IARI
29 November (Sunday) 	 The Weekend Challenge	Assignment/Team exercise on Research Communication	Training Cordinators
30 November (Monday) 	 Digital/Multimedia based Extension	Communicating Technologies through Multimedia based Extension	Dr. Girijesh Singh Mahra, Senior Scientist, Ag. Extension
		Participatory video production for Community Development	Mr. Rikin Gandhi, CEO, Digital Green and Mr. Akshay Ojha, Participatory Video Expert
01 December (Tuesday) 		Brain storming Session on 'Strategies for Effective Research Communication in ICAR'	Participants and Course Team
		Valedictory Session	



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Target participants

- Scientists and Faculty members from ICAR institutes and Agricultural Universities
- M.Sc. and Ph.D. research scholars specializing in Agricultural Extension



Registration Fee

Rs 1500/-



Bank Account Details

A/C Holder : Director, ICAR-IARI
Bank : Canara Bank
Branch : IARI, Pusa Campus, New Delhi
IFSC : CNRB0019029
A/C No. : 90293050000017



Mode of Conduct

- virtual sessions and interactive hands-on training will be hosted via **Zoom**



Session Timings

- **2:30 PM to 5:30 PM (IST) Daily**



Selection Criteria

- Slots are limited and participants will be selected on a first-come, first-served basis and priority will be given to those working in core subject areas.



Registration Form



Scan to Register

<https://forms.gle/jbWj9BwbenhDvqjX8>



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