



प्रसार भारती/PRASAR BHARATI

(भारत का लोक सेवा प्रसारक/India's Public Service Broadcaster)

राष्ट्रीय प्रसारण एवं मल्टीमीडिया अकादमी

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Dated: 6th October, 2020

Circular

Subject: Nomination for Online Training Programme "RADIO AGRI-VISION-II" (CODE: D20-P21) on New Govt. Policy Intervention & Technology Innovation.

NABM (Programme Division), Delhi is organizing a three day online Training Programme "RADIO AGRI-VISION-II" (CODE: D20-P21) focused on New Govt. Policy Intervention and Technology Innovation for Doubling Farm Income to be held from from 9th to 11th November, 2020). The programme is meant for HoPs/AD (P) s/PEXs/TREXs/Announcers, etc.

The second Capacity Building & Training Workshop on "Radio Agri-Vision" will focus on New Policy Intervention regarding minimum price of farm produces and new regulations recently passed by parliament regarding freedom to farmers for open agriculture marketing, for better price discovery.

This training programme will also focus on devising innovative and strategic media plan for result oriented programming by using latest technology. To ensure DFI by 2022, as mandated in Vision Documents of DFI committee, the result oriented Innovative farm communication plan need to be devised.

Since farm broadcasters of AIR & DD interface closely with the farmers and can have a meaningful impact on agriculture as a system, it is felt that there is an urgent need to build capacities of all Farm Broadcaster of AIR /DD, in agriculture and allied sectors to prepare them for the changing agricultural environment and also address the concerns of farmers about three new legislations in the larger interest of farming community .There is clearly a need for "new knowledge and innovation" to achieve the desired goal.

The workshop would help to enhance the capacity of agricultural broadcasters for Strategic and Comprehensive Farm Communication Plan to achieve the objective of PMS Vision of Doubling Farmers Income by 2022 (DFI-2022) and achieve the objective of three new legislations related to competitive price of farm produces as well.

- Policy Intervention for PM's Vision of Doubling Farmers Income by 2022
- Key aspects of New APMC & other related Act-2020 (passed by Parliament in September 2020)
- Technology Intervention in Radio & TV Communication
- Result Oriented Rural Communication- *Strategic Media Plan*
- DFI 2020 - *Linkage of Programme Implementation System with Media*
- Gender Concerns in Farm & Rural Sector - *Focus Areas for Programming*

Interested Programme Officers/officials working in AIR & DD may submit their nominations for above online training programme in online modes only, latest by 5th November, 2020 by using "GOOGLE FORM LINK, as attached below:

[PL CLICK ON FOLLOWING LINK OF GOOGLE FORM FOR NOMINATIONS](https://forms.gle/YTeGM5SWFwFi1oXZ6)

<https://forms.gle/YTeGM5SWFwFi1oXZ6>

Other mode of nominations i.e separate e-mails or letters will not be accepted. Only online nominations through GOOGLE FORM LINK (as provided above) shall be accepted.

The Webinar may be attended through "**Cisco Webex Application**" by using Smart Phones/PCs/Laptops, etc. For which, participants will have to **download "Cisco Webex App" from Google Play Store/Apple Play store**".

It may also be ensured that the participant is able to attend the webinar for all three days (02 sessions daily). After completion of above webinar, the participation /webinar certificate will be issued to all concerned accordingly. All registered participants will be able to join aforesaid Webinar on aforesaid date and time. For which, a link will be e-mailed to all individuals before starting the webinar.

This circular is being issued with the approval of competent authority in NABM.



(Dr.Umashanker Singh)

Programme Executive /Trg. Coordinator

To

All Programme Officials/ Programme Heads (AIR/DD)

Copy for information to :

1. All Zonal Addl. DG (Prog.), AIR/DD for information
2. PA to ADG, NABM/ DDG (PT), NABM, Delhi