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21/3/16

MNG-12/ICT-KM-193/2015-16
March 3, 2016

Dear Sir,

Sub: Blog on MANAGE Website on 'Scientific Advisory to Farmers' – reg.

J-D (EE)
19/3/2016

The ICAR institutions and SAUs are generating highly valuable, scientific Agricultural information and advisories to the farmers. Due to limited outreach of each individual institution and long channel of providing the same valuable information through extension officers takes a lot of time and communication distortion, for the scientific agricultural information to reach farmers. Latest tools of ICTs like social media, provide us a good opportunity to interact with farmers anywhere in the country, on direct one-to-one and on regular basis.

National Institute of Agricultural Extension Management (MANAGE) being a National Agricultural Extension Institute of Ministry of Agriculture and Farmers Welfare, has provided a blog facility for scientific community under the title 'Scientific Advisory to Farmers', on its home-page (www.manage.gov.in). All ICAR / SAU / KVK scientists may register on this portal and POST their farmer friendly advises in text, audio and video which will then be accessible to all. MANAGE will be happy to facilitate two-way communication with your Scientists, if there is any specific query on their post, from farmers.

Considering the important role your institution plays in this scenario, you are requested to bring this to the notice of all the scientists in your Institute / University / KVK, so that more and more scientists can have direct dialogue with farmers. For any further information / clarification on this, please feel free to talk to our faculty members of IT Division - Dr. V.P. Sharma (vpsharma@manage.gov.in) or Shri G. Bhaskar (gbhaskar@manage.gov.in).

Looking forward for your cooperation,

With regards,

Yours sincerely,

(V. Usha Rani)

The Director
Indian Veterinary Research Institute
Izatnagar, Bareilly-243122, Uttar Pradesh

श्री. उषा रानी
महानिदेशक
21/3/16

Sh. Deepak
Pl. Scan the letter &
it may be sent to
Dr. Yashpal for its
wide circulation to
all SOI/NOI/Incharges
& station in-charges
& all scientists.

राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज)

(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार का संगठन, राजेन्द्रनगर, हैदराबाद - 500 030 टी.एस. भारत)

NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)

(An organization of Ministry of Agriculture and Farmers Welfare, Government of India)

Rajendranagar, Hyderabad-500 030 T.S. India

1-4-16