

ICAR-IVRI takes steps to improve its visibility in the Social Media

A meeting of ICAR-IVRI officials was convened on 11 August, 2017 with Dr S.K. Singh, Director, ICAR-DKMA under the chairmanship of Dr. R.K. Singh, Director, ICAR-IVRI, Izatnagar for improving the media presence of the institute. Dr. S.K. Singh, Director, DKMA in his opening remarks apprised the house about the various initiatives of ICAR to improve the visibility of Agriculture Research and Education in India at national and international level. He informed about E-Krishi Manch launched by ICAR which is a CAR- Public Interface and will act as a public-connect platform for stakeholders in more efficient, quick and simple manner by providing a direct approach to users. Users can send their queries through web interface or SMS directly to Subject Matter Divisions of ICAR or Research Institutes and receive response quickly. He also informed that ICAR would be now focusing more aggressively to showcase its achievements in the social media for which several new arrangements are being made, such as appointing nodal officers for Social media from every institute, publication of “How To Farming” document about various scientific package of practices, organization of capacity building workshops for technical writing and use of social media to share achievements. The meeting was attended by all the Joint Directors of the institute apart from Head, Division of Extension Education, In-charge ARIS Cell and In-charge ATIC.

