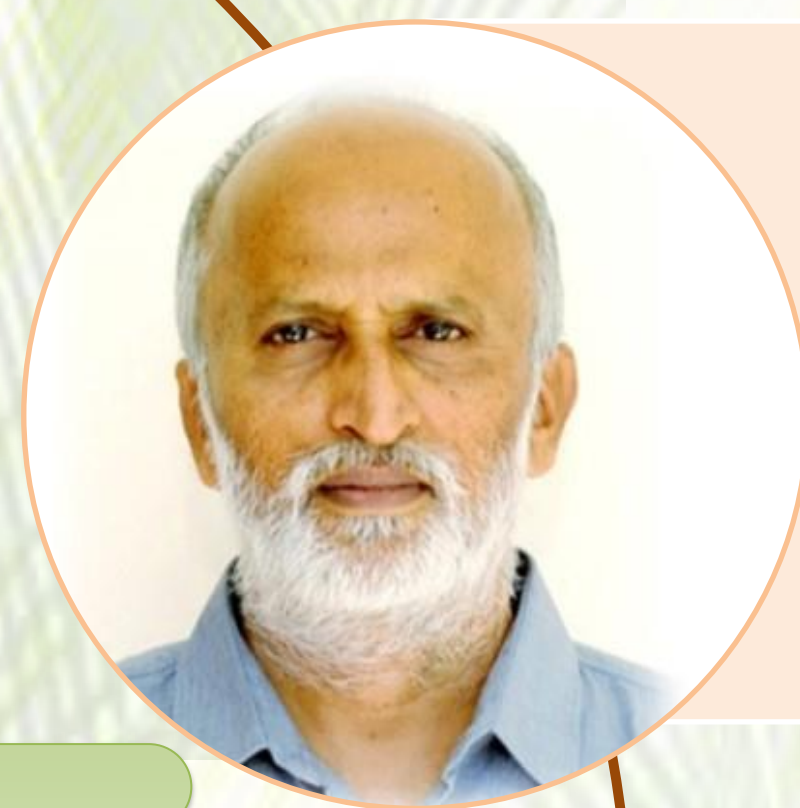


VALEDICTORY SESSION (3.30 pm-4.30 pm)



PRESIDENTIAL ADDRESS
Dr. K.B. Hebbar
Director
ICAR-CPCRI, Kasaragod

Release of video
documentary on
Hortus Malabaricus



CHIEF GUEST
Mr. Venu Rajamony, IFS (Rtd.)
KPS Menon Chair Professor
MG University, Kottayam
Former Ambassador of India to Netherlands

Location of ICAR-CPCRI, Regional Station, Kayamkulam: This station is located mid-way between Thiruvananthapuram and Kochi on the eastern side of National Highway 66, in Krishnapuram village on the Southern part of Alappuzha District. Geographically it is situated at 9^o8' N latitude and 76^o 30' E longitude with an altitude of 3.05 m above MSL.

Register online - <https://shorturl.at/NTDyl>

Last date for registration : 25.01.2025

Registration Fee: Rs. 250

Account details for payment of registration fee:

Study Circle CPCRI: Acc. No.: 57025742873; IFSC: SBIN0070078

All the registered participants will be issued with a certificate of participation

Coordinators: Dr. Anes K.M. 8606381982; Dr. Jilu V Sajan 8860566010

WORKSHOP ON MEDIA IN THE CONTEXT OF CHANGING AGRICULTURE

27th January 2025



VENUE
**ICAR-CPCRI REGIONAL STATION
KAYAMKULAM**



भाकृअनुप - केंद्रीय रोपण फसल अनुसंधान संस्थान
ICAR-CENTRAL PLANTATION CROPS RESEARCH INSTITUTE

REGIONAL STATION, KRISHNAPURAM (PO), KAYAMKULAM-690 533, KERALA, INDIA
Phone: 0479-2442104; 0479 – 2442160; 0479-2442004 (Head) Fax: 0479-2445733

Email: headrskgm.cpcri@icar.gov.in, Website: <http://www.cpcri.icar.gov.in>



PROGRAMME

Registration : 9.00 -9.30 am

Inaugural Session

(9.30 am- 10.30 am)



PRESIDENTIAL ADDRESS
Dr. K.B. Hebbar
 Director, ICAR-CPCRI, Kasaragod



INAUGURAL ADDRESS
Dr. T. Pradeep Kumar
 Vice Chancellor
 Kerala University of Fisheries & Ocean Studies, Kochi



GUEST OF HONOUR
Dr. Jiju P Alex
 Expert Member
 Kerala State Planning Board

TECHNICAL SESSION 1 (10.30 am -11.30 am)

Role of print media in digital era - Status, Challenges & Strategies

CHAIRMAN
 Dr. C. Bhaskaran
 Professor (Rtd.),
 Kerala Agricultural University

CO-CHAIR
 Dr. M.K. Rajesh
 Principal Scientist & Head
 ICAR-CPCRI RS, Vittal

Dr. P. Muralidharan
 Head, ICAR-CPCRI KVK
 Alappuzha

CONVENOR
 Dr. D. Jaganathan
 Senior Scientist
 ICAR-CTCRI
 Thiruvananthapuram



Relevance of print media in farm journalism

Mr. T.K. Sunilkumar
 Editor-In-Chief
 Karshakasree



Strategies to enhance the acceptance of print media among stakeholders

Mrs. Anjana Nair
 Group Editor
 Agriculture Today

TECHNICAL SESSION 2 (11.30 am -1.00 pm) : PANEL DISCUSSION

Contribution of farm journalism to the growth of plantation sector in India

MODERATOR
 Dr. C. Thamban
 Principal Scientist
 ICAR-CPCRI, Kasaragod

CONVENORS
 Dr. S.Jayasekhar
 Principal Scientist
 ICAR-CPCRI, Kasaragod

Dr. T. Sivakumar
 CTO
 ICAR-CPCRI KVK
 Alappuzha

Mr. Sree Padre
 Chief Editor
 Adike Patrike

Dr.T. Balasudhahari
 Director
 Coconut Development Board

Mr. Suresh Muthukulam
 Executive Editor
 Krishi Jagran(Malayalam)

Mrs Anjusha G
 Programme Executive
 Doordarshan

Mr. James Thuruthumalil
 Asst. Editor
 Karshakasree

Dr. Binoo P Boney
 Professor
 Communication Centre, KAU

Mr. G.S. Unnikrishnan
 Director (Rtd.), SAMETI
 Govt. of Kerala

Mr. Shibu George
 Programme Executive
 All India Radio

Mr. Pramod Madhavan
 ADA (Planning), Dept. of
 Agric., Govt. of Kerala

Mr. Y.S. Jayakumar
 Senior Reporter
 Deepika

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TECHNICAL SESSION 3 (1.30 pm -3.30 pm)

Audio-visual and digital media in agricultural technology dissemination

CHAIRMAN
 Dr. V.B. Padmanabhan
 Professor (Rtd.)
 Kerala Agricultural University

CO-CHAIR
 Dr. K. Muralidharan
 Principal Scientist
 ICAR-CPCRI, Kasaragod

Dr. K. Samsudeen
 Principal Scientist
 ICAR-CPCRI, Kasaragod

CONVENOR
 Dr. KP Chandan
 Principal Scientist
 ICAR-CPCRI, Kasaragod



Vayalum veedum- AIR programme with a legacy of more than 50 years

Mr. Muraleedharan Thazhakkara
 Programme Executive (Rtd.), AIR



Doordarshan- redesigning developmental communication to reach out to farmers

Mr.Sajan Gopal
 Asst Director of Programmes (Rtd.)
 Doordarshan



Cult culture agriculture: Role of digital media

Dr. Sreevalsan J Menon
 Professor
 Kerala Agricultural University

