

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 : 23.01.2025

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

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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

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

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