Dr. P. MATHIALAGAN, Ph.D.
Professor and Head

Dear sir,

Warm greetings!

As we are aware that transfer of technology plays a vital role to achieve sustainable agriculture and livestock farming. With the available resources of extension personnel, it is a challenge to transfer the technologies among farmers. This challenge can be overcome with the help of e-extension tools and Farm-technology based short films. Keeping this in mind, the department of Veterinary and Animal Husbandry Extension and Entrepreneurship, Madras Veterinary College is proposed to conduct a capacity building training programme on "PRODUCTION OF FARM TECH SHORT FILMS AND E-EXTENSION TOOLS FOR EFFICIENT TRANSFER OF TECHNOLOGY" between 29.07.2013 to 07.08.2013 (10 days). The training aims to sensitize about and impart required soft skills for designing, developing and efficient application of e-extension tools and farm tech short films for efficient transfer of technology. I take this opportunity to request you to nominate suitable faculties / personnel involved in extension activities of your esteemed institution for this training programme.

The participants who are to attend training programme have to pay a sum of Rs. 10,000/- (Rupees Ten thousand only) as registration fee which includes boarding and lodging. The mode of payment of registration fee is by means of Demand Draft in favour of "The Professor and Head, Dept of VAHEE, MVC" along with filled in nomination form in advance. However, the fee can also be paid as D.D. at the time of registration. The sponsoring department / agency have to meet the expenditure on TA / DA and registration fee of the participants. No travel expense, TA / DA or otherwise will be borne by the university. The sponsoring department / agency have to meet the expenditure on TA / DA and registration fee of the participants. Maximum intake is 30 participants.

The nominations may be forwarded to Dr. P. MATHIALAGAN (Mobile: +91 94437 28122, e-mail: hodextmvc@tanuvas.org.in). Last date for receipt of nominations is 22.07.2013. The information brochure about the training programme, along with the nomination form is being enclosed herewith. The details may also be obtained from http://www.tanuvas.tn.nic.in. I solicit your co-operation in this regard.

Encl.: As above

Yours faithfully,

(P. MATHIALAGAN)
**DURATION**
10 days (29.07.2013 to 07.08.2013)

**TRAVEL AND ACCOMMODATION**
Chennai is well connected by rail and road with all parts of the country. Madras Veterinary College is very close to both Chennai Central and Chennai Egmore railway stations, which is about one km from these stations. Arrangements will be made to accommodate the trainees at Madras Veterinary College campus only on prior request.

**REGISTRATION FEE**
The participants are requested to pay a sum of Rs. 10,000/- (Rupees Ten thousand only) as registration fee which includes boarding, and lodging. The mode of payment of registration fee is by means of Demand Draft in favour of "The Professor and Head, Dept of VAHEE, MVC" along with filled in nomination form in advance. However, the fee can also be paid as D.D. at the time of registration.

The sponsoring department / agency have to meet the expenditure on TA / DA and registration fee of the participants.

**CONTACT**
For further details and sending nominations, please contact:
Dr. P. MATHIALAGAN, Ph.D.
Programme Director and
Professor and Head
Dept of Veterinary and Animal Husbandry Extension and
Entrepreneurship
Madras Veterinary College
Chennai – 600 007
Off. Ph.: 044 2538 1506
Mobile: 094437 28122
Email: hodeximvc@tamuvas.org.in

The last date for the receipt of the nomination is
28.07.2013

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**NOMINATION FORM**

1. Name:
2. Designation:
3. Date of birth:
4. Educational qualification:
5. Professional experience:
6. Address for communication:
7. Telephone Number:
   Office:
   Residence:
   Mobile:
8. Fax Number:
9. Email I.D.:

**RECOMMENDATION OF THE SPONSORING AUTHORITY**
The candidate is sponsored by the institution / organization for attending the training programme.

Date: ____________________________
Signature of the Head of the Institution / Organization

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**Training programme on**
"PRODUCTION OF FARM TECH SHORT FILMS AND E-EXTENSION TOOLS FOR EFFICIENT TRANSFER OF TECHNOLOGY"

29.07.2013 to 07.08.2013

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**Department of Veterinary and Animal Husbandry Extension and Entrepreneurship**
Madras Veterinary College
Chennai – 600 007
Sustainable agriculture and livestock farming is one of the millennium goals which should be achieved for the benefit of mankind. Transferring resource-saving technologies are the trump-cards in this mission. But transferring these technologies and intended information to the farmers in an understandable manner is always a challenging task.

To combat this challenge, the extension agent has to treat the new information in a ready-to-understand communication mode, in vernacular language, so that it can cater the technological needs of the farmers and motivate them to adopt.

Estimates in India indicate that to disseminate farm technical information to its 120 million farm holdings requires at least 1.3 – 1.5 million extension personnel against which present availability is only 0.1 million. In India, during 2004, public extension reached only 6.4 per cent of the farmers.

The ICT enabled extension systems are acting as a key agent for augmenting the agrarian situation and farmers lives by improving access to information and sharing. Use of modern e-extension tools and technologies when compared to the traditional extension aids including literatures, can do better and motivate the rural farmer owing to the principle of “Seeing is believing, Learning by doing”.

Further, in the present scenario of agricultural and livestock farming, farmers are expecting information without much effort from their part. This will be satisfied by the farm tech short films and e-extension tools which can make the extension personnel availability everywhere and transfer the technology through effortless learning.

Thus it became imperative for every extension personnel to reach his/her mission, he/she should be well versed in modern digital audio-video communication tools and technologies.

Against this backdrop, a Training Programme on Production of Farm Tech Short Films and E-Extension Tools for Efficient Transfer of Technology is proposed.

**OBJECTIVES OF THE TRAINING COURSE**
- To sensitize the participants about the extension tools and Farm technology based short films for efficient transfer of technology.
- To impart the required soft skills for designing, developing and efficient application of extension tools and farm tech short films.

**COURSE CONTENT**

**Module 1:** Ice breaking

**Module 2:** Sensitization on farm tech short films and e-extension tools

**Module 3:** Need based technology selection for short film production

**Module 4:** Finalising the technical content for downward communication

**Module 5:** Story building for short film

**Module 6:** Tips and techniques for screen play writing

**Module 7:** Writing screen play – a group exercise

**Module 8:** Pre-production: role play character identification, location selection for shooting etc.

**Module 9:** Digital audio dubbing

**Module 10:** Advanced non-linear audio and video editing

**Module 11:** Hands on training on computer graphics (CG) and special effects

**Module 12:** Animated farm film making

**Module 13:** Exposure to farm e-learning lesson designing and developing

**Module 14:** Developing interactive farm instructional tools

**Module 15:** Exposure to designing and developing expert system

**Module 16:** Training evaluation

**STRATEGIES INVOLVED**
- Interactive lectures
- Group work (Classroom and residential)
- Classroom exercises
- Indoor and outdoor shooting
- Visit to film institutes
- Role play
- Group presentations
- Individual participant presentations
- Evaluation and assessments
- Discussions

**FACILITIES AVAILABLE**

The University has a well-equipped audio visual laboratory with state of the art digital cameras, editing consoles and various other teaching aids which could be effectively utilized for training and building confidence among the participants to create and deliver quality farm tech audio and short films and obtain hands on training. An experienced team of subject matter specialists in relevant field will be handling classes for promoting effective transfer of technology.

**ELIGIBILITY**

The course has been designed for the field extension personnel working in State Agricultural Universities (SAUs), State Veterinary Universities (SVUs), state agricultural and veterinary departments and social workers working in NGOs and other development agencies (Government / Quasi-government organizations) who are directly involved in the development of livestock farmers.

**VENUE**

Department of Veterinary and Animal Husbandry Extension and Entrepreneurship  
Madras Veterinary College  
Chennai - 600 007