



भारतीय कृषि एवं खाद्य परिषद्
INDIAN COUNCIL OF FOOD AND AGRICULTURE

ROLE OF MEDIA IN AGRICULTURE

NATIONAL ROUND TABLE CONFERENCE



15th September 2017

INDIA INTERNATIONAL CENTRE, NEW DELHI

ROLE OF MEDIA IN AGRICULTURE



INTRODUCTION

Today, media receives significant share of our time and plays a crucial role in ensuring security, secularity and integration, boosting growth and development of a nation by giving knowledge, transmitting information, and raising voice as well as consciousness against wrong. The role and efforts of media are imperative as it helps in reforming, reshaping, educating and strengthening the society. Agriculture being an important pillar of Indian economy and due its gravity by involving nearly 55% of country's population attracts media. Agriculture, along with fisheries and forestry, is one of the largest contributors to the Gross Domestic Product (GDP). As per the 2nd advanced estimates by the Central Statistics Office (CSO), the share of agriculture and allied sectors (including agriculture, livestock, forestry and fishery) was expected to be 17.3% of the Gross Value Added (GVA) during 2016-17 at 2011-12 prices. Thus, agriculture is one of the major sectors for the development agenda and media

Mass Media

Mass media are those channels of communication which can expose large numbers of people to the same information at the same time. They include media which convey information by sound (radio); moving pictures (television, films); and print (posters, newspapers, leaflets). The attraction of mass media to extension services is the high speed and low cost with which

information can be communicated to people over a wide area. However, mass media communication requires specialist professional skills. Few extension agents will ever be required to produce radio programmes or to make films. Further, extension agents can contribute to the successful use of mass media by providing material to media producers, in the form of newspaper stories, photographs, recorded interviews with farmers, items of information about extension activities or ideas for new extension films; and by using mass media in their extension work, for example, by distributing posters and leaflets or by encouraging farmers to listen to farm broadcasts.

Mass Media

Mass media refers collectively to all media tools and technologies including the traditional media (performing arts, folk theatre and puppetry), print media (newspapers, journals and books), electronic media (radio, television and cinema) and new media (internet and multi-media) which are used as means of mass communication.

Print Media

The print media includes newspapers, magazines, brochures, newsletters, books and even leaflets and pamphlets. Visual media like photography can also be mentioned under this sub-head, since photography is an important mass media, which communicates via visual representations.



Print media plays a vital role in the communication of Agriculture Information among the literate farmers on improved agricultural practices and also to inform the public in general. Agricultural journalism is of recent origin in India. Technical information needs to be provided to the farmers at the right time and in the right way, so that the productivity can be increased. India has farm magazines in every state, published mostly in local languages. Moreover, agricultural department also encourages the publishing of such farm magazines particularly through farmers association. Some of the popular magazines published from India are Indian Horticulture, Indian Farming, Kheti, Phal Phool, Ishika, Horticulture Today, Agriculture Today, Agro India, Modern Kheti, Liesa India, Farm Food and etc.

Electronic Media

This mass media includes television and radio. This category also includes electronic media like movies, CDs and DVDs as well as the new hottest electronic gadgets. It plays an important role to educate the illiterate and literate farmers and peasants on Modern Agricultural Practices and system in a sustainable manner.

Radio: It is a powerful communication system medium in Indian rural agricultural markets, where, in the absence of regular and stable electric supply in rural and far flung areas. People have to depend on radio to meet their needs of information, education and entertainment. For example, All India Radio has various radio stations under the project named “Kisanvani”. This is in collaboration with the Department of Agriculture & Cooperation, Ministry Of Agriculture. The purpose is to keep local farmers informed about the daily market rates, weather reports and day to day information in their respective areas at the micro level. Presently Kisanvani is being broadcast from identified 96 AIR stations across the country.

Television: It combines the immediacy of radio with the mobility of cinema and can carry messages over long distances at a relatively low unit cost. It is a multi-media equipment as include motion picture, recording, slide, photograph, etc. It can transportable, allowing flexibility of use.

In 1967, the programme titled krishi darshan was initiated by Dr. Vikram Sarabhai, which primarily aimed at demonstrating the effectiveness of TV as a medium for programmes and improved farming practices.

In fact, the only Agricultural University in A.P., Acharya N.G.Ranga Agricultural University has taken a lead in exploiting Information Technology for the benefit of farming community particularly under the distance education mode. An Electronic Media Wing was established during 2001 with five multidisciplinary scientists to promote e-extension by the ANGRAU in collaboration with the Department of Agriculture and launched an innovative farm telecast program ‘Rytu Mitra’ through a TV channel Teja w.e.f August 2001.

New Media/Social Media

Social media refers to the internet-based digital tools for sharing and discussing information among people. It refers to the user generated information, opinion, video, audio, and multimedia that is shared and discussed over digital networks. Aspects of social media that makes them an important and accessible tool in development communication are their easy access through mobile phones, mass-personal communication and mass-self communication, a larger set of weak ties to ensure receipt of novel ideas, high degree of connectedness, and linkability and content sharing across multiple platforms.

Social Media platforms include social networking sites (Facebook, Google+); Blogs and vlogs (Bloggers and Wordpress); Micro-Blogs (Twitter, Instagram); Collaborative projects (Wikis); Social Bookmarking (Delicious, Blinklist); Virtual Social Worlds (Second life); Social Gaming (World of Warcraft, Farmbook); Content Communities (Video (Youtube, Vimeo, Vine), Photo (Instagram, Flickr, Tumbler), Audio (Soundcloud, Podcasts), MS Office Docs, PDF, PPT (Slideshare); Forums, Discussions, Boards and Groups (Google Hangout, Blackboard, Discussion Groups); Socially Integrated Messaging Platforms (Watsapp, Facebook Messenger, Snapchat); Professional Networking (Research Gate, LinkedIn); Social News (Reddit, Propeller, Digg).



Role of Media in Agriculture

Rural people are using social media for connecting with friends and family, reading current news, to get information from peers. Thus, connecting that to agriculture and leveraging it to bridge the farmer-extension gap can prove to be a boon to the agriculture sector and the farm families.

Mass media plays a significant role in dissemination of agricultural technologies. The success of agricultural development programmes largely depends on the nature and extent of use of mass media in mobilization of people for development. Moreover, it can be decisive in helping farmers access the information that they need and transmitting their concerns. Radio, Television has been acclaimed to be the most effective media for diffusing the scientific knowledge to the masses.

In a country like India, where literacy level is low, the choice of communication media is of vital importance. In this regard the television and radio are significant, as they transfer modern agricultural technology to literate and illiterate farmers alike even in interior areas, within short time. In India farm and home broadcast with agricultural thrust were introduced in 1966, to enlighten farmers on the use of various technologies to boost agricultural development. At present, there are about 50 such radio stations all over the country.

Thus, media have a role to play in funding and investment for agriculture as well. By creating greater awareness, they can encourage political decision-makers to become more actively involved in agricultural and rural innovation processes.

Challenges

There are certain challenges faced by the media in the agriculture sector of the country such as:

- ◆ Lack of effective and quality programme production in terms of content and production quality.
- ◆ A high turnover of staff that causes a lack of journalistic and technical skills and thus a consistent demand for training.
- ◆ Without proper management skills, as well as some knowledge of financial management and income generation, it is very hard for the

agriculture media companies to survive without donor funding, which will always, eventually, dry up.

- ◆ Ensuring participation
- ◆ Internet and IT infrastructure issues
- ◆ Satisfying heterogeneous users
- ◆ Institutionalizing social media
- ◆ Continuous engagement
- ◆ Skilled human resource to maintain social media interactions
- ◆ Measuring the impact – lack of capacity for tools and analytics that help monitoring and assessing the value of information
- ◆ Creating awareness about social media's potential at the organizational level
- ◆ Allocating time to update content
- ◆ Encouraging stakeholders to access resources through social media links

Opportunities

Some of the opportunities in media for agriculture development are as follows:

- ◆ Few social media apps are available without internet
- ◆ Forming global/national interest groups is possible
- ◆ Greater engagement and dialogue
- ◆ Allows for integration of a wide range of stakeholders
- ◆ Can act as catalyst for resource mobilization (technological, organizational, and financial)





Conclusion

Traditionally the use of the media has been about communicating research messages when there are success stories in particular, which various government channels have been constantly doing. But it has the potential to be more of an agent of change. It is in quite a unique position, potentially being the voice of policymakers, the voice of farmers, the voice of researchers. The essential role of the media should be to create opportunities for farmers to express

themselves directly on the air: this is the only way that they will have a say and therefore participate in the decision process. The media can also provide a platform through which the farmers can engage with policymakers, so that their perspectives can be taken on board. Also, media needs to be engaged more as a partner since beginning till end for every developmental scheme rather than just being involved for coverage.

DELIBERATIONS

Today, media receives significant share/ of our time and plays a crucial role in ensuring security, secularity and integration, boosting growth and development of a nation by giving knowledge, transmitting information, and raising voice as well as consciousness against wrong. The role and efforts of media are imperative as it helps in reforming, reshaping, educating and strengthening the society. Agriculture being an important pillar of Indian economy and due it gravity by involving nearly 55% of country's population attracts media. The role of mass media continues to be crucially important for the development of agriculture sector. But, the agriculture media has not received the kind attention that underlines its importance. MEDIA can become instrumental in connecting farmers with global markets and empowering them for realization of Hon'ble Prime Minister's vision of doubling their income. To deliberate upon the issues and challenges in farm sector and role of media in agriculture growth and farmers' empowerment, ICFA hosted a National Round Table on Role of Media in Agriculture on September 15, 2017 at India International Centre, New Delhi.

The conference was chaired by veteran journalist Mr. Prabhu Chawla and graced by Ms. Alka Bhargava, JS Marketing Ministry of Agriculture and Dr. SK Singh Advisor to Agri Minister. The event observed the presence of various eminent personalities from the relevant field specially media. In all forty five esteemed executive members of Government associations, media persons, scientists along with policy makers and corporate heads were present for the brainstorming session.

Dr. M.J. Khan, Chairman, ICFA, welcomed all the

delegates, media persons and members and underscored this program as unique and emphasized the important role of media in sensitizing farmer's issues and generating awareness by exposure of trade and technology to farmers and by making them competitive in market place. He raised the pertinent question of lack of coverage of agricultural issues by media because of not enough media people with agriculture background, citing discrepancy in news coverage even for metro cities and Urban India where politics, business and glamour dominate the media. Calling the media as the voice of farmers, Dr. Khan specified five key major inferences viz; enhancing the centrality of agriculture in national economic system, increasing trade negotiation that impact agriculture, sensitization of agricultural issues, mandatory time allocation for farm sector in parliament and ministries and reflection of farmer perspective in many of the decision keeping in view the ground touch and roots of farmers. He brought to light one small step undertaken by ICFA to bring big change is formation of All India Farmers Alliance which comprises of 32 farmer organizations making it a national level interaction platform.

Prof. MS Swaminathan tele-conferenced and stated that media plays key role and ensures to bring and highlight all the things like science, technology and agriculture. Media played important role in making green revolution a great success and showing India's capacity to feed itself and do well in agriculture sector. He also congratulated media for doing great work and hoped that it will continue to work for empowerment of farmers and mobilize agricultural growth in the country.





Agri News Network was launched by ICFA to focus exclusively on food and agriculture sector, which is currently missed by national and regional media. Agri News Network aims to provide all the relevant information to the farming community and other stakeholders.

Ms. Alka Bhargava, JS Marketing, Ministry of Agriculture, appreciated the work of ICFA and said that ICFA can be voice for change not only for policy makers, government, farmer's but for all the stakeholders. She raised the point that agriculture is not in the main canvas of media in spite of potential role of media in realization of Hon'ble Prime Minister vision of doubling farmers' income by. A very big issue faced by India is that even after being self-sufficient in production and exporting large quantities, farmers are not receiving their share of profit. She spoke about how number of flagship programs by Government of India like e-NAM, committees on doubling of farmers income, soil health card scheme etc can be strengthened by support and backing of media. Emphasis was laid on regional media being more aware about the real ground reality as compared to national media which can help in bringing transparency and effectiveness in agricultural sector. Government is doing their share of work with media joining in, will strengthen the effort and help realize cherished dream of Hon'ble PM of doubling farmers' income.

Mr. Pushendra, Farmer Leader, discussed the positive role of different types of media viz.: print media, social media, electronic media and internet media in building relationship, sharing information and connecting with diverse audience. The fourth pillar of Indian democracy, media has witnessed a

tremendous growth but it still needs to overcome the 5 D's i.e. news drowning, news dilution, news diversion, news drama and news direction to become increasingly more accessible at ground level.

Media plays a vital role in spreading awareness or disbursing news to all therefore credibility of media could be challenges if balance between different kinds of news is not maintained.

Mr. Alok Sinha, ICFA, stressed on importance of agriculture as source of livelihood for more than half of India's population and how it is fault of every individual to not be able to look through farmer's eye. There is this growing need to introspect to make media all-inclusive and address the genuine problem at grassroot level.

Dr. SK Singh, Project Director DKMA & Adviser to Agriculture Minister, said that media has a potentially broader role as an effective player in success of agriculture revolution and agriculture development. There is need for media to walk hand-in-hand with farmers and help in dissemination of information. Media is in quite a unique position, potentially being the voice of policymakers, the voice of farmers, the voice of researchers. So, they potentially can be quite a powerful catalyst for change. Farmers are curious to get knowledge and use that knowledge here media has the role of providing knowledge timely to the farmers. The essential role of the media is to create opportunities for farmers to express themselves directly on the air: this is the only way that they will have a say and therefore participate in the decision process. Media is an inseparable part of agriculture revolution.

Dr. VP Chahal, ADG Extension, ICAR focused on the need of collaborating media with scientists to improve the communications between media and other participants involved in agriculture and rural development. Scientists lack the competence of serving knowledge to farming community while media competent to present information in simple vernacular language lacks the technical expertise, hence scientists should work on presenting their research findings in a simpler form, making it easier for the journalists to interpret and report and workshops needs to be organized for journalist as well as agriculture journalism courses to be started by ICAR and other agricultural universities.

Similarly for farmers to understand the news and to be able to interpret the real message there is need for regional channel news in regional and local dialects.

Mr. Harendra Garg, Agri Reporter, Krishi Darshan raised multitude of constraints like lack of time, lack of coordination, dearth of seriousness and lack of editor's interest, which holds them back from reporting effectively on agriculture. Consequently, many researchers and others have a negative view of the media's ability to report accurately on agriculture. So one of the activities is to work with journalists to inspire them, provide them with greater confidence and motivation to become better agricultural reporters. There is blooming obligation to focus on joint relationships of media persons with every participant involved in agriculture as prosperity of nation is synonymous to prosperity of farmers'.

Mr. OP Yadav, Agri Reporter, DD News discussed that there should be coordination between media and scientist so that scientist will understand media's point of making content compact and covering all the points and media will learn things from scientists. Joint meetings between universities, media, agriculture ministry and industries should be held on frequent bases to make better coordination. Training should be organized with emphasis on regional rather than national level as it makes more relevance. Joint working will help to make things better and easier.

Mr. Satyapal Chaudhary, Kisan Shakti Sangh, stressed on developing direct sale-purchase relationship between farmers and consumers. The decentralization of agricultural system through

structural reforms will help in access, accountability and empowerment, and efficiency of delivering of services by farmers themselves.

Mr. Vir Sain Malik, Assistant Director, All India Radio, focused attention on training program for scientists and researchers and formation of expert team of scientists for farmer knowledge in all aspect of agricultural development. There should be increased face to face interaction between scientists and farmers so that scientist can appropriately pen down the emotion of farmers. Farmers want latest knowledge and technology for crops management which can be provided with proper interactions only. Various researches are done to resolve the problems of farmers but are left unattended due to research findings undelivered to them. Collaborative approach is needed to make the research of farmer reach to farmer in farmer way.

Dr. Ranvir Singh, Senior General Manager, International Panaacea, spoke about the agricultural scientist restricted to laboratory and not taking active part in voicing opinion of farmers. Scientists often are mistrustful of the media fearing being misquoted and being party to inaccurate articles. Scientists lack communication skills and experience in knowing how to 'package' the information relevant to the audience or in using people to do this for them. For scientists who wish to communicate they often fail to do so in simple lay terms, they try to explain too much and use too much jargon. He suggested that when recordings with the scientist are done, the preference for location should be filed with farmers present to ask queries.



Dr. Hari Shankar Gaur, former VC, SBPUAT, talked about the role of media in educating farmers about the latest agricultural techniques and to work as a two-way channel between various structures of Agricultural Department in India. Thus, orientation and interaction of media with all research and development institute is of paramount importance for: (a) carrying out agricultural information to the farming community and (b) to get genuine problems of farmers as feed back to researchers. Balance is to be created between scientist and media by organizing open discussion. Media should not lose its focus of conveying information and bringing facts to light.

Dr. M Moni, Chairperson, ICFA Working Group on ICT, talked about the media alternatives to lead future extensions by examining the role of social media in agriculture and how we can take advantage of internet. There are three components to internet media: social media, e-mail, and farm portals and it is suggested that it has to be in 22 constitutional recognized languages to be able to do service for the common man in most effective manner. Social media is viewed as the most powerful tool to connect with millions of people and its role can be strengthened by : (a) quality mass media content generation; (b) Location specific and timely delivery of news; (c) enhancement of program by continuous capacity building; (d) increasing participation of agriculture extension professional in mass communication; (e) training courses to strengthen agricultural extension in state agricultural universities, central agricultural universities and deemed universities irrespective of whether they are government institution or private institution ; (f) discussion on one commodity daily in 22 languages in krishi channel or some other channel; (g) force agricultural scientist to put validated information and providing email id to each and every farmer and (h) cross discipline of IT and agriculture to take advantage.

Dr. Lakshmi Murthy, Deputy Director Documentation, MANAGE, threw light that MANAGE is institution where they had organized a one-year program on Agri Journalism and Mass Communication a few years ago for promoting their students towards agriculture sector. They have done many programs, workshops and seminars with media for the students to understand agriculture's importance in the economy. She further talked about orientation of media to agricultural knowledge by increasing number

of programs on community radio and initiating online courses to reach larger number of audience.

Ms. Lakshmi, PTI, insisted that to increase the media participation there should be mandate for publishing agriculture news. The main issue is to overcome the basic fundamental of recognizing the importance of agriculture and publishing it on first page. This is customer driven system hence media needs demand to be able to supply the relevant information. Many countries have made mandatory to give one news about agriculture on cover page and same could be replicated by Government of India should to fix a proportion of agriculture news to be covered on front page.

Dr. VV Sadamate, Convener, ICFA WG on Agriculture Extension, spoke about performance of agriculture extension directly related to performance of media supports. There has to be well structured media module by R&D and those modules need to be promoted largely by extension network. There are issues of management and monitoring of agriculture network both at state and national level, which needs to be relooked.

Mr. Sandeep Das, Special Correspondent, Financial Express, stressed on communication by distinction between agricultural and non- agricultural issues. And the onus is not just on those who communicate, but on those who have something to communicate. We have to provide the hooks, the interest, the innovation and the achievement. We need message ambassadors and we need media for agricultural development to become a multi(dimensional) process. Agriculture spends least on communication when compared with other sectors.



Ms. Swapna Merlin, Special Correspondent, The Print, spoke on wide gap of disassociation of agriculture and public. There is deepening lack in taking pride and responsibility when it comes to agriculture, a major reason behind backwardness of agriculture. It's time to break the myth and increase scope and opportunities for young students as well. Even after practicing agriculture for many years people of India are not taking pride in agriculture which leads to backwardness in agriculture sector.

Ms. Aruna T Kumar, English Editorial Unit, ICAR, talked about the diminishing respect for farmers and why farmers are not covered on front page given the fact that India is an agrarian economy.

Ms. Sonali Bisht, Adviser, INHERE, dealt with the issue of space given to agriculture journalism which should be increased both at national and regional level. International debates and topics of agriculture should also be covered by media to create awareness, bring key issues to discussion and stimulate action from within public and private sector for increased awareness, investments and innovation practices. There is a need to bring to light the various events of agriculture being organized at national and international level. As young generation is entering in the agriculture who are well qualified and talented and have ideas and innovations for the sector.

Mr. Amit Khare, PR Manager, Dhanuka, summarized the 5 C's for building great relationship and foresight which are: concern, commitment, capability, communication and compromise.

Dr. Patil, Extension Specialist, focused on the interplay between general media and agriculture media. Both should work together as an indispensable communication tool for farmers to connect with each other and educate others about their industry

Mr. S. Makhija, Consultant, Jain Irrigation Systems Ltd, underlined the growing rural-urban divide which is imposing new challenges and the need of the hour is to understand these challenges. One of the major challenges is lack of information and this can be overcome by two way traffic between farmers' problems and government interaction.

Mr. Kapil Mehan, Managing Director, Adventz India Ltd, stressed on role of media as an agent of change by reshaping the public opinion through engaging heart and mind of a viewer. It needs sensitization and capacity building in use and application for agricultural development. With increase in income of the people there should be acceptance of high price for agricultural commodities which will help the farmers earn better living. Another important factor is that there are very different expectations between the media and other development partners (e.g. researchers, policy makers etc) and it was acknowledged that more efforts should be made to 'bridge the gap'.

Mr. Prabhu Chawla, Editorial Director, The New Indian Express, added that communication for agriculture is not seen as a major priority at either national or international level and the role of media as an effective player in agriculture development is undervalued. This is because agriculture is indeed not glamorous subject and media is based on readership and viewership and everybody wants everything to be reported but there is always lack of space. Packaging of news is very important as news must influence and change the reader's life, so matter of fact is to find leaders that generate stories that must change mind. Media considers three W for any news to be released, viz What to convey, Whom to convey and what is the objective underneath.

The Conference ended on a happy note.





RECOMMENDATIONS

1. Media plays an imperative role in development of a nation's economy and its different sectors by connecting different stakeholders and sharing information and happenings with general public; agriculture no exception to it. Agriculture forms an important pillar of Indian economy with more than half of the population engaged in it, making role of media crucial for agriculture sector. Therefore media should be a default partner in all the initiatives for development of agriculture and farming community for wider dissemination of information/ knowledge and powerful implementation and adoption of programmes and schemes.
2. India is a country with vast diversity in religion, culture, customs and lot more. India has 122 major languages of which 22 have the status of official languages. Given the above facts/ news in all forms of media should be published in at least 22 languages to convey the message to the farmers to ensure that not even a single farmer is left untouched and not even a single query left unattended.
3. Considering the facts that on one hand India has huge variety in languages and dialects and on the other it has great agro-climatic diversity. As a result crops and cultivation practices are highly diversified, making role of regional media very prominent in growth and development of agriculture in India. Also agriculture being a state subject, regional media is in better situation to cover all the agriculture related issues, advancements and decision to as well as the best institution to advocate the policies and suggest solutions by bringing in light various success as well as failure stories.
4. Many countries of world have made publication of agriculture news mandatory. Similar initiative needs to be taken by the Government of India by fixing a proportion of space/ time in media for agriculture sector news. This step can lead to a big boost in agricultural sector and spread policies, researches and other initiatives as well as statistics to public, which will create better awareness and understanding and result in larger initiatives in agricultural sector.
5. In addition to above, media should offer space for farmers to express their feelings, ideas and share their knowledge as well as experiences with their community and general public as well. This will help farmers connect with masses and inculcate a sense of pride among them.
6. Scientists while publishing their research findings put it all in a technical language which most of the time is not properly understood by the journalists as majorities of them do not agriculture background. While scientists need to be trained to put up their research finding in a language, which can be understood by the journalists as well as by the farmers. Journalists dealing with agriculture sector need to be given some knowledge of agriculture so that the gap between the two i.e. the scientist and the journalists may be bridged. This gap can be bridged by organizing regular interaction sessions for scientists and journalists. Seminars and trainings should be conducted for coordination between media and scientists.
7. Further, to breed future journalists suited to agriculture sector, SAUs, MANAGE and other institutes of repute should come up with "Agri-Journalism courses". These courses while bridging the gap between technical knowledge and journalism will also work in favour of agriculture sector through effective packaging of news. As providing valuable content in effective manner will improve its dissemination as well as adoption.
8. The whole media, except the segment controlled by the government which has the mandate to cover agriculture, is in the hands of the private sector which is not finding agriculture sector to be attractive enough to cover. Agriculture sector has neither the glamour nor the money and therefore media has no reason/interest to cover the sector except once in a while to cover some event of real great value. Media is in business and not for charity. Therefore, agriculture sector will have to give it a serious thought and work out a strategy to make itself attractive/lucrative enough to be covered by the media. The media must find interest in agriculture to cover it.



LIST OF PARTICIPANTS

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4. Dr. VP Chahal, ADG Extension, ICAR
5. Dr. Hari Shankar Gaur, Former Vice Chancellor, SVP University
6. Dr. Lakshmi Murthy, Director Documentation, MANAGE
7. Mr. Jitendra Mandrah, Manager- Food Chain, Bayer Crop Science Limited
8. Dr. VV Sadamate, Agri Extension Specialist, WG Convener
9. Dr. Ranvir Singh, Senior General Manager, International Panacea
10. Dr. V. Lenin, Sr. Scientist (Agriculture Extension), ICAR-IARI
11. Dr. BR Patil, Agri Extension Specialist
12. Dr. M. Moni, Former Director General, NIC.IN
13. Mr. SK Kaul, Consultant, Management & PR, Former Regional Manager MSTC Ltd
14. Mr. Surendra Makhija, Adviser, Jain Irrigation System Ltd
15. Mr. Kapil Mehan, Managing Director, Adventz India Ltd
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24. Ms. Aruna T. Kumar, English Editorial Unit, ICAR
25. Mr. Vir Sain Malik, Assistant Director, All India Radio
26. Ms. Lakshmi Devi, Special Correspondent, PTI
27. Mr. Sandip Das, Special Correspondent, Financial Express
28. Mr. OP Yadav, Agri Reporter, DD News
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