

## **Workshop on ‘Media & Research Communication organised by DKMA at ICAR-CAZRI**

Dr Rameshwar Singh, Project Director and other team members of Directorate of Knowledge Management in Agriculture (DKMA), New Delhi visited CAZRI during 23 to 25 March 2017. In different interactive sessions with the scientists and technical officers of the institute, Dr Rameshwar Singh explained about the roles and activities of DKMA and encouraged the participants to use various portals of ICAR for effective dissemination of the research and technological innovations to the end users. Other resource persons from DKMA: T Aruna Kumar, Editor, (English), Mr Ashok Singh, Editor, (Hindi) and Mrs Mitali Ghosh, I/c Social media sensitized the officials on writing for scientific journals, role of reviewer in quality scientific publications, writing articles for vernacular press and writing news for social media etc. Mrs Mitali Ghosh emphasised to use google analytics for having the real time data for site visit by the user. Facebook and you tube channel of institute should be linked with ICAR social media Channels for wider viewership. The Director Dr O.P. Yadav expressed his thanks to the DKMA team for visiting CAZRI and for the constructive interactions emphasizing that such interactions enrich scientists and provide information on many new avenues of communication in the field of agricultural research.

