

How To apply:

As per the ICAR instructions, the interested candidates should register and apply Online through Capacity Building Program (CBP) portal of ICAR/IASRI accessible at <http://cbp.icar.gov.in/>. The applicants should pay a non – refundable registration fee of Rs. 50/- (Rupees Fifty Only) in the form of a demand draft only in favour of Comptroller BAU, Sabour payable at Sabour (Bhagalpur).

The online submitted application should be printed by the candidate and endorsed by their Head of the Institute. The endorsed application may be scanned and uploaded on the CBP portal latest by November 15, 2017 and the hard copy of the original application along with the above mentioned registration fee should be sent to the Course Director, so as to reach on or before November 20, 2017. Applicants may send an advance copy of their application, but their selection will be subject to receiving of their original application along with recommendation from respective competent authority.

Selection :

The selected candidates will be informed about their selection well in advance on or before November 22, 2017. Since we have to enrol limited number of candidates, applications and nominations of eligible candidates will be selected as per the criteria laid down by ICAR and first come first serve basis.

Important Date :

Last date for Apply : **November 15, 2017**

Notification for Selection : **November 22, 2017**

All correspondence may kindly be addressed to:

Dr. Ram Datt

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ICAR Sponsored Short Course

on



***Persuasive Communication and Soft Skill Development
among the Agricultural Professionals: New targets and
Innovative approaches***

(December 5-14, 2017)

*It's all about
making happen
Leadership through Soft skills & Communication*



Course Director : Dr. Ram Datt

**Course Coordinator : Dr. C.K. Panda
Sri Aditya**

Organized by:

Centre of Excellence for Teaching and Learning

&

Department of Extension Education

Bihar Agricultural College, BAU, Sabour-813210 Bhagalpur, Bihar, India

*“What makes you **UNIQUE**, makes you **SUCCESSFUL**”*

LEARN! EXCEL! SUCCESS! BRAND!

Background

The rules of work are changing. We are being judged by the new yardstick not just by the technical education or smartness. The new parameters for long term success in job is dependent on whether we can work in team, leading quality, conflict management, rational decision-making style, negotiation skill persuasive communication skill and so on. Over the years, persuasive communication is a buzz world especially in the corporate sector. Modern agricultural professionals also need these skills to sustain in the 21st century market. The ability to effectively communicate with other people is an important skill.

Through communication, people reach some understanding of each other, learn to like each other, influence one & another along with negotiation skills. Majority of professionals are uncomfortable while talking to the stranger. People who communicate effectively with subordinates and supervisors are treated as most successful employees. In today's team-oriented workplace, persuasive communication is the key to success. If someone is having good communication skills, they are found to be more competent with professional image, relationship, acceptability and establishment as a brand. Personal branding is very effective because it communicates a clear, consistent message about who you are and what you should offer. A strong, credible personal brand helps you become known for what you're excellent at, sets you apart from everyone else, and can position you as a niche expert.

Learn About

Learn rhetoric ways of improving your speaking skills, your body language, professional etiquettes, getting good command over the language in use, et cetera.

Learn various skills to actualize your hidden potential and to get your USP noticed!

Objective

The objective of the proposed short course is to bring together multidisciplinary researchers / professionals working in the field of persuasive communication and soft skill development and to train agricultural professionals as per the need of 21st century market.

About BAU, Sabour

Sabour is a beautiful country-side located in Bhagalpur district of Bihar and renow-ned for being one of the oldest colleges and research centres in the Indian subcon-tinent. Bihar Agriculture College (BAC), Sabour was established by the Britishers in the year 1908. It is located at



25.2454° N, 87.0449° E of 46 m above mean sea level. Bihar Agricultural University was established at the same place on 5th August, 2010 to serve as a leading centre of education, research, extension and training in the field of agriculture and allied subjects in the state. Within a short span of time, the university has received several accolades for its excellence in work. Besides, BAC, it has four Agricultural Colleges located at Saharsa, Purnea, Kishanganj and Dumraon, one Horticulture College at Noorsarai (Nalanda), one Veterinary College at Patna, one Dairy Technology Institute at Patna, 13 Research stations and 20 Krishi Vigyan Kendras spread in 20 different districts of Bihar. Sabour (SBO), Bhagalpur (BGP) and Naugachhia (NNA) are the nearest railway stations located respectively 0.5 km, 9.0 km and 22.0 km away from the university headquarters. It is well connected to Kolkata, Mumbai, New Delhi and Chennai by train. It is also well connected with Patna Airport and Bagdogra Airport.

Eligibility

- Master's Degree in agriculture and allied disciplines with working knowl-edge of computer.
- Working not below the rank of Assistant Professor and equivalent in the concerned subject in Agricultural University/ICAR Institute.

Boarding and Lodging Facilities

Participants will be accommodated in guest house/ hostels located at BAU campus or nearby along with provision for food. Participants are requested not to bring any family member as the accommodation is strictly limited for trainees only. The participants will be paid for the journey, to and fro, restricted to AC-II tier train fare or bus or any other means transport in vogue, as the case may be, actual certificate by the participants. TA may be paid from the place of duty to the summer/winter school location and back by the shortest route.