

## **ICAR-CIFE, Mumbai and Doordarshan Kendra, Mumbai**

### **organized Agriculture and Fisheries Doordarshan Programme Advisory Workshop**

#### **Venue: ICAR-CIFE, Mumbai 9.6.23**

ICAR-CIFE, Mumbai and Doordarshan Kendra, Worli (Mumbai) organized Agriculture and Fisheries Doordarshan Programme Advisory Workshop on 9.6.2023. The objective of this workshop was to identify and prioritise the agricultural and fisheries programmes which can be broadcasted through *Krishidarshan* and *Amchi Mati Amchi Manase* programmes of Doordarshan for the benefit of farmers, fishermen, fisherwomen, farm women, youth and entrepreneurs during July-September, 2023.

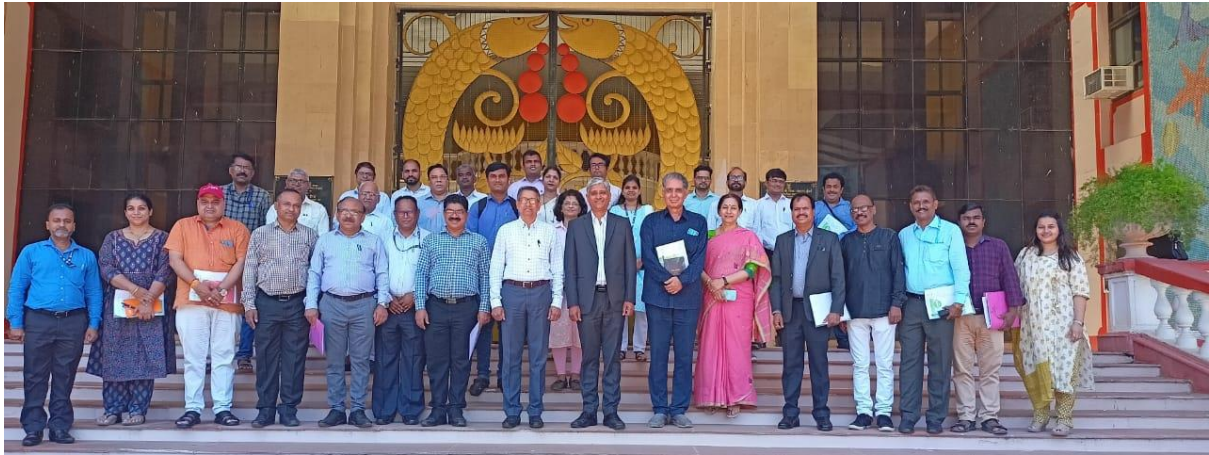
The workshop was attended by 45 participants (Male - 38 and Female - 7) who were the representatives from ICAR Institutes, Doordarshan, State Agriculture Universities, like Maharashtra Animal & Fishery Sciences University, Nagpur, College of Fisheries, BSKKV, Ratnagiri, Krishi Vigyan Kendra, India Meteorological Department, Fishery Survey of India, Agricultural and Processed Food Products Export Development Authority, Department of Fisheries, Department of Agriculture, Progressive Farmers, etc. from state of Maharashtra.

The workshop started with the address by Dr. Ravishankar C. N., Director ICAR-CIFE who highlighted the importance fisheries sector in the country and the role of ICAR-CIFE. He stressed that CIFE can provide fisheries related information with the help of Doordarshan at a wider level. Appreciating the role played by Doordarshan in reaching the unreached, he mentioned about the marathi programmes delivered by CIFE scientists and coordinated by Dr. Shivaji from FEES Division. He also suggested that CIFE has experts who can deliver programmes in Hindi as well as other languages.

Shri. Sandeep Sood, Programme Head, Doordarshan addressed the participants and highlighted the role of Doordarshan. This was followed by the technical session in which all participants presented their views and suggestions on various topics which can be included for broadcasting during July-September, 2023 quarter. The same were discussed and reviewed by all. New areas like Drone technology in agriculture and fisheries, Agri Business Incubation Centres, Fish Farmer Producing Companies etc. were suggested to be included.

The workshop ended with vote of thanks by Dr. Arpita Sharma, Head (A), FEES Division, ICAR-CIFE. The Agriculture and Fisheries Doordarshan Programme Advisory Workshop coordinated by Dr. Shivaji Argade, Dr. Ankush Kamble and Dr. Arpita Sharma from FEES Division was successful in strengthening ICAR-CIFE and Doordarshan

collaboration in coming days and was covered by news channel 'Saatchaya Batamya'.



Participants of Agriculture and Fisheries Doordarshan Programme Advisory Workshop