

## Advisory Committee

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## How to apply?

Detailed information and admission brochure may be viewed at [www.kvasu.ac.in](http://www.kvasu.ac.in)

Applications are to be submitted online at [kvasu.ac.in](http://kvasu.ac.in). Candidates may go through thoroughly the prospectus of the courses available in the website before filling the online application form. Application fee of Rs 1000(Rupees One Thousand only) can be paid through Federal Bank branches.

For further details Pl contact:

**Dr. T.P. Sethumadhavan, Course Director**  
E-mail: [dlearn@kvasu.ac.in](mailto:dlearn@kvasu.ac.in)  
Tel. No: 91-9846108992  
Website [www.kvasu.ac.in](http://www.kvasu.ac.in)

## Post graduate Certificate programme in

# Farm Journalism

(PGC in FJ)



Kerala Veterinary and  
Animal Sciences University

## Technology Enabled Distant Mode



Directorate of Entrepreneurship  
Kerala Veterinary and Animal Sciences University

[www.kvasu.ac.in](http://www.kvasu.ac.in)

## Post Graduate Certificate programme in Farm Journalism

Kerala Veterinary and Animal Sciences University (KVASU) started at Pookode, Wayanad district of Kerala State with effect from 14<sup>th</sup> June 2010 as per the 3/2011 Act of Government of Kerala ([www.kvasu.ac.in](http://www.kvasu.ac.in)). University is launching Post Graduate Certificate programme in Farm Journalism from the Current Academic Year in the *technology enabled* distant mode of learning.

In the era of ICT and globalization, Farm media plays a key role in knowledge dissemination among farmers, entrepreneurs and other stake holders. Officers working under Animal husbandry, Agriculture, Fisheries, Dairy Development departments/public sector/ universities should be equipped to handle advances in Farm journalism to cater knowledge dissemination through the media. It will help them to effectively utilize the media for technology transfer/knowledge dissemination services. Candidates working under Government/public/private sector/NGO can also apply for this programme. It is in this context Post graduate Certificate course in Farm journalism will start from 15<sup>th</sup> July 2013 as a technology enabled distance learning programme. This will help to develop journalistic skills among practicing Veterinary, Agriculture, Dairy science and Technology, Fisheries, Horticulture and Home Science graduates. It will help them to facilitate knowledge dissemination through different farm media to address the food security and food safety issues affecting agriculture and allied sectors. PG Certificate course in FJ will help them to work as media/public relations managers. Candidates working under Government / public/ private sector/ NGO can apply for this programme. Moreover specialization in Farm journalism will help them to acquire better jobs within the country and abroad.

### About the course

1. Mode- Technology enabled distance learning mode
2. Faculty- Distance learning mode required only Five days of contact classes per semester which can be managed by existing KVASU staff and guest faculty
3. Duration- 6 months. During the period of study candidate has to attend contact classes for 5 days.
4. Degree/Diploma/certificate awarded- Post graduate Certificate course
5. Total number of courses -5 ( 5 courses per semester and each course with 3 credits)
6. Number of Major courses-3 per semester
7. Number of Minor/electives-2 courses per semester
8. Total number of credits-15 per semester
9. Total number of seats- flexible. Anticipating 100 seats per annum
10. Department/School offering the programme-School of New Media and Research of Directorate of Entrepreneurship, KVASU, Mannuthy, Thrissur & Pookode, Wayanad
11. Mode of selection-open selection
12. Year of start-2013( on getting approval)
13. Eligibility- BVSc&AH/ BTech Dairy Science and Technology, BSc(Agriculture)/ BSc(Horticulture)/BFSc/ BSc(Co-operation & Banking), BSc Home science, any graduate
14. Total fee per semester-Rs 30000(Rupees Thirty Thousand only)
15. Educational Qualifications- BVSc&AH/ BTech Dairy Science and Technology, BSc(Agriculture)/ BSc(Horticulture)/BFSc/ BSc(Co-operation & Banking),BSc Home science or Graduate in any discipline.
16. Post graduate Certificate course in Farm Journalism
17. Abstract of the courses- 1st Semester

### Total Credits-15+0, any three major and two minor courses.

Sl No	Title of the Course	Course code	Major/elective	Total credits
1	Sustainable livestock Development	FJ-1	Major	3+0
2	Role of Farm media in livestock development	FJ-2	Major	3+0
3	New media and research	FJ-3	Major	3+0
4	Models of Communication relevant to journalism	FJ-4	Elective/minor	3+0
5	Entrepreneurship Development	FJ-5	Elective/minor	3+0
6	Agribusiness and Environment Policy	FJ-6	Elective/Minor	3+0