



**Integral Institute of Agricultural Science & Technology (IIAST)
Integral University, Lucknow**

Report on Agri-Information Club activity of developing "Information Dissemination Prototypes" titled "Agri-information forum: Spreading information through innovative ways"

The Agri-Information Club, Department of Agriculture, IIAST, Integral University, organized an activity of developing "Information Dissemination Prototypes" on 26th of October, 2024 at the venue of Departmental Seminar Hall "*Agri-Information Forum: Spreading Information through Innovative Ways*" to address the vital need for effective communication in the agricultural sector. Acknowledging that traditional communication methods may not suffice in today's dynamic agricultural landscape, the event aimed to explore innovative strategies for disseminating information. Participants, including UG and PG students as well as faculty members, gathered to discuss and develop practical solutions for sharing knowledge with the wider agricultural community, especially farmers and stakeholders. The primary goal of the event was to empower participants with modern agricultural practices that could directly benefit local farmers and enhance the overall information flow within the agricultural sector. Creative methods of conveying agricultural information were explored, and teamwork was fostered among participants as they brainstormed and executed innovative ideas. Insights into new communication methods applicable to agriculture were gained, and stronger bonds were formed, cultivating a collaborative spirit for future initiatives. Hands-on experience in creating educational content was acquired, equipping participants with practical skills to enhance information sharing in their communities. Through this event, a solid foundation for future activities centered on agricultural education and innovation was established. The activity was successfully conducted achieving its objectives of raising awareness about modern agricultural techniques and sustainable practices.

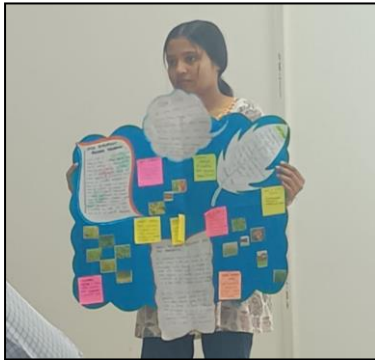
This activity was held under the guidance of Prof. (Dr.) Mohd Haris Siddiqui, Dean of the Faculty of Agricultural Science and Technology, and Prof. Saba Siddiqui, Head of the Department of Agriculture. Dr. Abdul Mazed, the club coordinator, concluded the session by emphasizing the importance of continuous learning and the shared responsibility of spreading knowledge in agriculture. Gratitude was extended to all participants for their enthusiastic involvement, to the Head of Department, Prof. Saba Siddiqui, for her valuable guidance and encouragement, and to the club members, Miss Adeeba Masood and Mr. Akash Yadav, who



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served as student coordinators and ensured smooth coordination with all students. A feedback session followed, giving participants the chance to reflect on the activity and provide suggestions for future initiatives aimed at strengthening agricultural communication practices.

Glimpses of the activity





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