

BACKGROUND

In rural areas, agricultural extension plays crucial roles in delivering information and knowledge and transferring agricultural technologies to farmers and rural communities. The scope of AES encompasses a wide range of agricultural and rural activities that could increase agricultural productivity and bring economic benefits to rural residents. It provides advisory services for crop cultivation and livestock rearing and organizes learning activities in various areas such as value addition and marketing for agricultural products of rural SMEs. The application of ICT in AES has shown many promising outcomes for small farmers. People who live in remote rural areas are susceptible to isolation from or being beyond the outreach of AES. For such cases, ICT devices distributed to small farmers have freed them from spatial constraints by receiving and sending data at appropriate times.

In addition, computer-aided agriculture extension and the engagement of electronic media expand the scope of farmers' learning experiences.

E-LEARNING COURSE ON ICT-BASED SERVICES FOR AGRICULTURAL EXTENSION

Date: 3-6 October 2017, Time: 10.00am-5.00pm

Venue: Bilik e-Kuliah, Fakulti Sains, Universiti Malaya

OBJECTIVES

- To review recent trends in and the latest applications of information and communication technology (ICT) and digital technology for agriculture extension services (AES).
- To study successful cases of ICT adaptation for the benefit of less-privileged sections of society such as women, aged farmers, youth, and small farmers in rural areas for inclusive growth.

FEE : RM 500.00/per person

For further information, please contact:

Mr. Khidzir Ahmad

Malaysia Productivity Corporation

Email: khidzir@mpc.gov.my

Tel: 03-7951 2444

Fax: 03-7958 1697

WHO SHOULD ATTEND

- Officials of national and local governments engaged in AES for rural development.
- CEOs, business leaders, and managers of private-sector involved in planning, organizing, promoting, and managing

SCOPE AND METHODOLOGY

- Key concepts and features of AES and ICT and the emerging models of and trends in ICT-based AES;
- ICT utilization to accommodate the needs of farmers and rural SMEs;
- Case studies for promoting ICT-based learning platforms and enhancing the participation of rural communities;
- Reframing AES to incorporate ICT-based services;

Jointly Organised by:



Registration Form

E-LEARNING COURSE ON ICT-BASED SERVICES FOR AGRICULTURAL EXTENSION

Please fax the complete form to : 03-7958 1697

Any inquiries on registration please contact :

Mr. Khidzir Ahmad

Email : khidzir@mpc.gov.my Tel : 03—7951 2444

Company Name :	Contact Person :
Address :	Designation :
	Tel :
	Fax :
	E-mail :

Registration Fees : RM500/Per Person

No	Name	Designation	Total (RM)	Mobile No	E-Mail

- Price shown inclusive of 6% GST
- Full Payment must be made upon registration.
- Substitutions—Replacements : You may replace participant at any time.
MPC does not provide refunds for cancellations.
- Fee exclude accommodation.

Payment Method

- Local Order
 - Cheque or Bank Draft payable to 'Malaysia Productivity Corporation'
 - Money Transfer : Malaysia Productivity Corporation
: Malayan Banking Berhad, PJ Main | Account No : 564164438566
- (send a copy of payment / transfer slip to MPC with completed Registration Form to khidzir@mpc.gov.my)

Signature :