



Asian Productivity Organization “The APO in the News”

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**Role of Mass Media Practitioners
Conference in Agricultural Starts in Dhaka**

A three day National Conference (20-22 September) titled "Enhancing the Role of Mass Media Practitioners in Knowledge Transfer to Improve Agricultural Productivity" has started in local hotel at Dhaka on 20 September. The program is jointly organized by National Productivity Organisation (NPO) & Asian Productivity Organization (APO), Japan. The objectives of the event to disseminate ideas about innovation, knowledge transfer and the role of mass media for agricultural productivity in Bangladesh.

Director, NPO Dr. Md. Nazrul Islam, Dr. Shakh Tanveer Hossain, Representative of APO, Japan and Dr. Toyoki Kazai, Professor Emeritus of Chiba University delivered their speech in the inaugural session. Mari Amano Secretary General of APO sent a Video message.

Around fifty participants from Ministry of Agriculture, Department of Agricultural Extension, BRRI, BARI, CDP, CIRADAP, Dhaka & Agriculture Universities and representative from private sector participated in the conference.

Papers were presented by among others SAM Mahfuzur Rahman, Chief News Editor, UNB, Prof. A J M Shafiqul Alam Bhuiyan, Chairman, Television and Film Studies Department, University of Dhaka, Mrs. Momtaz F. Chowdhury, CEO, KS Foundation of Gemcon Group., Dr. Ahmed Salahuddin, Consultant, International Rice Research Institute (IRRI).