

Dr.Hirday Paul Singh, Joint Director (Information & Public Relations), CSK H.P. Agriculture University is a communication professional with around 27 years varied experience in Journalism, Public Relations and Communications. He started his career as Sub-Editor with Indian Express Group of Newspapers in the year 1987 and later shifted to Himachal Pradesh Agricultural University, Palampur. Here, he worked in different capacities and creatively edited University Farm Magazine, University Newsletter, Himachal Journal of Agriculture Research, etc. and also looked after university public relations. Last year, he conceptualized & produced “CSKHPU, Palampur: A leading University on Hill Agriculture”, a Documentary in Hindi and English on the University. Earlier, he had produced three audio cassettes to popularize scientific farming in which an experiment was undertaken for the first time in Indian hill States, where folk songs were intermingled with scientific inputs. Dr.Singh has been able to inculcate professionalism in University’s Public Relations’ strategy and has refurbished the image of the University among external and internal clients with traditional and modern tools of communications. He also introduced Farm Feature Service for Print/Electronic Media and introduced Monthly Media Visits in the main campus/out-stations of the University, including remote tribal areas of Himachal Pradesh. His was first university among SAUs to utilize social media for better interaction among staff, students, former students & employees and general masses.

Born on 25 May 1964, Dr. Hirday Paul Singh obtained his school education from his native village school and did graduation in agriculture. He obtained post graduate degree with first class first in Journalism and Mass Communication with an aim to become farm journalist. He also did masters in Mass Communication, English and Hindi. To satiate his quest for knowledge, he obtained Doctoral degree in Journalism and Mass Communication from Punjabi University, Patiala. His thesis was on the ‘Role of Radio in Agricultural Development in Himachal Pradesh.

Among University bodies, he is either Convener or Member of Media Committee for major National and State level conferences, seminar, *Kisan Mela*, etc. and is Officer In charge, Information & Public Relations Unit and act as official spokesman for the University. He has been designated as Nodal Officer to interact with State Deptt. of I & PR, Govt. of H.P. to implement Media Plan for effective portrayal of policies/programmes for the welfare of the people of the State. He is Member, Anti-Ragging Committee of the University, Member, Editorial Board, *Parvatiya Khetibari*, University Farm Magazine, Member, Editorial Board, e-Newsletter of the University and had been PIO for Directorate of Extension Education under the Right to Information Act 2005. He had been Member, Governing Body/Research Advisory Committee, Central Potato Research Institute (ICAR) Govt. of India and is also office bearer/member of professional societies like Public Relations Society of India, Alumni Association of College of Agriculture, Punjabi University Patiala, etc.

He is an established writer and poet with six books to his credit which include ‘Radio in Agricultural Development’ (2012, ISBN 978-3-659-30015-8), published by Lap Lambert Academic Publishing, Germany. He has also written over 300 features and articles on rural life, agriculture, art and culture. He had been a regular contributor to various literary and farm programmes of AIR and Doordarshan. He also organized Mega Art Festivals (2010, 2008, 2002 & 2001) where dignitaries like Governor & Union Cabinet Minister were Chief Guests.

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