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Agroforestry Communication Strategy

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Preface

Effective communication is essential for translating scientific knowledge, technologies, innovations, and field experiences into meaningful outcomes for farmers, policymakers, development partners, researchers, and society. In agroforestry, communication assumes particular importance because tree-based farming contributes simultaneously to agricultural productivity, livelihood enhancement, natural resource conservation, biodiversity, climate resilience, and sustainable land use.

ICAR–Central Agroforestry Research Institute (CAFRI), Jhansi, as the national institute mandated to develop, standardize, and promote agroforestry technologies for diverse agro-climatic regions of India, has generated valuable scientific knowledge, agroforestry models, watershed-based interventions, capacity-building initiatives, and field-level innovations. The growing diversity of stakeholders and rapid advancement of digital communication technologies, however, necessitate a more systematic, coordinated, participatory, and impact-oriented communication approach.

The present “*Agroforestry Communication Strategy*” provides an integrated framework for strengthening communication within and beyond ICAR–CAFRI. It brings together traditional media, print and electronic communication, digital and social media, multimedia content, participatory approaches, stakeholder interfaces, and emerging digital tools. The strategy emphasizes audience-specific communication, two-way engagement, co-creation of knowledge, systematic documentation, capacity building, digital transformation, institutional visibility, and evidence-based policy communication.

The strategy covers the period 2026–2029 and follows a phased approach from foundation building and strengthening of communication systems to growth, expansion, and institutionalization. It integrates external, internal, and community-level communication mechanisms to ensure that appropriate messages reach the right audiences through suitable channels. It also recognizes that communication is not merely dissemination but a continuous process of interaction, learning, feedback, documentation, and impact assessment.

The strategy further supports national priorities related to climate-resilient agriculture, sustainable land use, livelihood enhancement, environmental restoration, and the vision of Viksit Bharat @2047. By strengthening linkages among research institutions, farmers, extension agencies, policymakers, development partners, entrepreneurs, and

society, effective communication can accelerate the adoption and scaling of agroforestry innovations and contribute to resilient livelihoods, green growth, and sustainable rural development.

This document is intended to serve as a practical institutional framework for enhancing the visibility, credibility, reach, and impact of ICAR–CAFRI's research and development efforts. It is envisaged as a dynamic framework that can evolve with emerging technologies, stakeholder needs, institutional priorities, and lessons learned during implementation.

– Authors



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Executive Summary

ICAR-Central Agroforestry Research Institute (CAFRI), Jhansi, established under the Indian Council of Agricultural Research, serves as India's premier institution for developing, standardizing, and promoting agroforestry systems across diverse agro-climatic regions. Despite significant scientific achievements and the successful implementation of watershed-based interventions in Bundelkhand and other regions, institutional communication and outreach remain fragmented. This *Communication Strategy* presents a structured, multi-platform framework designed to transform CAFRI's communication ecosystem from project-dependent, ad-hoc dissemination to a coherent, modern, and participatory approach. The strategy aligns with CAFRI's Vision 2050 and national priorities including doubling farmers' income, enhancing tree cover, and promoting climate-resilient agriculture.

Background

The ICAR–Central Agroforestry Research Institute (CAFRI), Jhansi under the Indian Council of Agricultural Research, is the national institute mandated to develop, standardize and promote agroforestry systems for diverse agro-climatic regions of the country. Established to strengthen tree-based farming for ecological and livelihood security, CAFRI plays a central role in integrating trees into agricultural landscapes for sustainable productivity, climate resilience, and environmental stability.

Agroforestry in India is gaining policy and programmatic recognition, particularly after the launch of the National Agroforestry Policy (2014) and the vision articulated in ICAR–CAFRI Vision 2050. The Vision 2050 emphasizes science-led transformation through tree-based land use systems, integration of watershed approaches, livelihood enhancement, and climate mitigation. It projects expansion of agroforestry area across agro-ecological regions, development of quality planting material, and strengthening of institutional linkages for adoption and scaling up.

Over the years, ICAR-CAFRI has developed several successful agroforestry models suited for rainfed, irrigated, and semi-arid ecosystems, focusing on species diversification, soil health, carbon sequestration, and income generation. The institute has also implemented watershed-based agroforestry interventions in Bundelkhand and other regions, demonstrating remarkable improvements in productivity, groundwater recharge, and farmer resilience.

However, despite these achievements, institutional communication and outreach remain fragmented. At present, ICAR-CAFRI's visibility is largely confined to scientific communities and project partners, with limited penetration among farmers, policymakers, and the general public. Internal and external communication processes are mostly ad hoc, depending on project-specific activities rather than an institute-wide communication framework. Dissemination of research outcomes primarily occurs through annual reports, scientific papers, training events, and printed bulletins, but these seldom reach broader audiences in user-friendly formats.

Strategic Framework

Vision

- ✓ *To improve quality of life of rural people through integration of perennials on agriculture landscape for economic, environmental and social benefits.*

Mission

- ✓ *Integration of woody perennials in the farming systems to improve land productivity through conservation of soils, nutrients and biodiversity to augment natural resource conservation, restoration of ecological balance, alleviation of poverty and to mitigate risks of weather vagaries.*

Mandate

- ✓ Develop sustainable agroforestry practices for farms, marginal land and wastelands in different agroclimatic zones of India.
- ✓ Coordinate network research for identifying agroforestry technologies for inter-region.
- ✓ Training in agroforestry research for ecosystem analysis.
- ✓ Transfer of agroforestry technology in various agroclimatic zones.

Guiding Principles

- **Science-led Communication:** All messaging grounded in evidence-based research
- **Stakeholder-Centric Approach:** Tailored content for diverse audience needs
- **Two-Way Engagement:** Dialogue, feedback, and co-creation of knowledge
- **Digital-First with Traditional Reach:** Blend of modern and conventional channels
- **Inclusiveness:** Bilingual (English/Hindi) and accessible formats
- **Impact Orientation:** Measurable outcomes and continuous improvement

Areas Identified for Strengthening

S.No.	Focus Area	Way Forward
1.	<i>Dedicated Communication and Outreach Cell</i>	Establish a dedicated cell to better coordinate internal and external messaging across divisions.

2.	<i>Systematic Documentation</i>	Enhance systematic documentation of farmer success stories and field-level innovations for wider dissemination.
3.	<i>Strengthen Media Engagement</i>	Further strengthen engagement with print, electronic, and social media to reach larger and more diverse audiences.
4.	<i>Expand Digital Presence</i>	Expand digital presence through greater use of multimedia and interactive tools for showcasing technologies and impacts.
5.	<i>Improve Linkages and Two-way Communication</i>	Improve linkages and two-way communication among scientists, extension functionaries, and stakeholders to ensure wider adoption and feedback.

In an era where effective science communication determines research uptake, policy influence, and public trust, ICAR-CAFRI requires a structured institutional communication strategy. This strategy aims to build a coherent, modern, and participatory communication ecosystem that amplifies CAFRI's visibility, connects research with society, and strengthens its leadership in agroforestry research and development.



Communication Strategy Objectives

Institutional Objectives

The communication strategy of ICAR–CAFRI is aligned with the institute's Vision 2050 and the broader ICAR mandate of developing climate-resilient, resource-efficient, and livelihood-oriented agricultural systems. It contributes directly to national goals of doubling farmers' income, enhancing tree cover, and promoting sustainable land use through science-led agroforestry interventions. Communication serves as a cross-cutting enabler that connects CAFRI's research, extension, policy, and capacity-building functions. By ensuring timely dissemination, visibility, and dialogue with stakeholders, the strategy strengthens the institute's ability to achieve its core objectives.

The strategy supports the following institutional objectives:

- Promote and expand adoption of agroforestry technologies across diverse agro-ecological zones to enhance farmers' income, resource conservation, tree cover, and ecological sustainability.
- Develop, validate, and disseminate region-specific agroforestry models suited to rainfed, irrigated, and semi-arid ecosystems for improving productivity, profitability, and resilience.
- Strengthen national and regional capacities in agroforestry research, education, and extension through effective communication, training programs, and collaborative networks.
- Integrate watershed-based and landscape-level agroforestry approaches to restore degraded lands, improve water-use efficiency, and enhance livelihood security in fragile and rainfed regions.
- Contribute to national and global climate action goals by promoting ICAR-CAFRI's research on carbon sequestration, ecosystem services, and climate-smart land-use systems.
- Ensure the availability and quality assurance of planting material through awareness and capacity-building initiatives for decentralized and certified nursery networks.
- Foster strategic partnerships and policy advocacy by engaging with state departments, KVKs, NGOs, private sector, and international organizations to mainstream agroforestry in development programs.

- Enhance ICAR-CAFRI's national and international visibility and credibility as the premier centre of excellence for agroforestry science, innovation, and policy interface.

Overall, these objectives underscore that effective communication is integral to achieving ICAR-CAFRI's scientific, developmental, and policy mandates, ensuring that research outputs translate into measurable impact on farmers, landscapes, and national sustainability goals.

Priority Objectives

Objective	Target	Timeframe
Promote adoption of agroforestry technologies across agro-ecological zones	20% increase in adoption	2026-2029
Develop & disseminate region-specific agroforestry models	5 models/year	2026-2029
Strengthen capacities of stakeholders (farmers, extension workers, scientists)	1,500 annually	2026-2029
Contribute to climate action through carbon sequestration research visibility	3 policy briefs/year	2026-2029
Enhance visibility - increase media mentions by 100%	50+ press mentions/year	2026-2029

Communication Objectives

The Communication Strategy of ICAR-CAFRI aims to translate the institute's scientific knowledge, field innovations, and policy inputs into accessible, actionable information for diverse stakeholders including farmers, policymakers, development partners, and the scientific community. By adopting a structured, multi-platform approach, the strategy seeks to strengthen the visibility, credibility, and impact of CAFRI's work in agroforestry and allied domains.

The communication objectives have been designed as interconnected and mutually reinforcing components of an integrated communication framework, as illustrated in Figure 1. The framework places the overall communication objectives at the centre and links them with eight strategic dimensions, their key activities and the intended outcomes. *Awareness and Outreach* focuses on increasing understanding of agroforestry through wider outreach, media reach and regional-to-international communication, while *Engagement and Collaboration* emphasizes two-way communication, participatory learning, stakeholder engagement and co-creation of knowledge for scaling innovations.

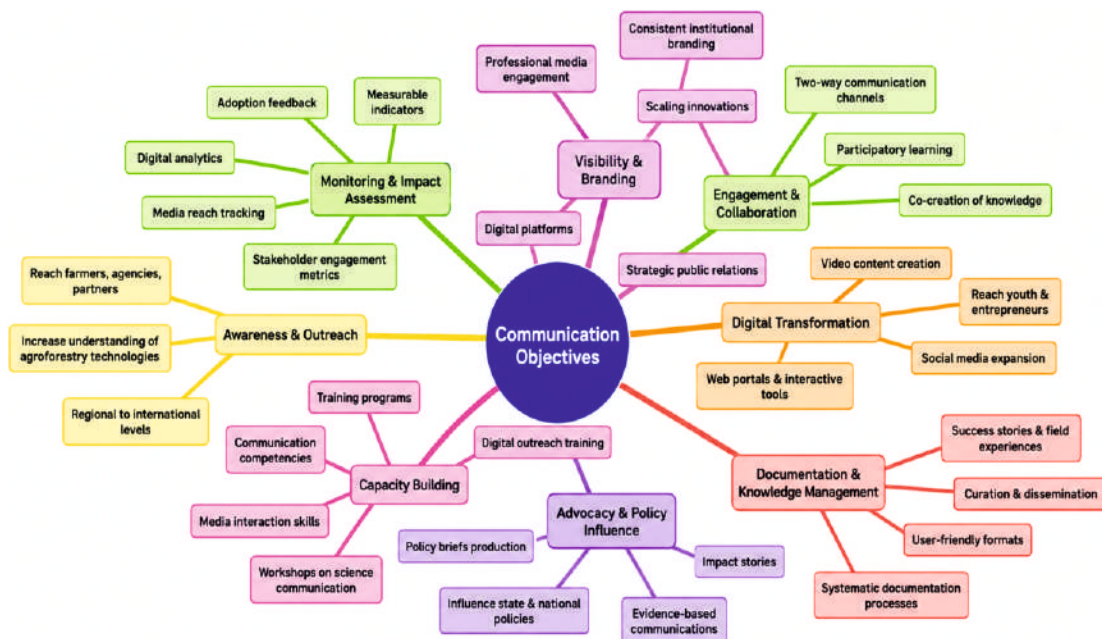


Figure 1: Integrated Communication Framework

Advocacy and Policy Influence translates scientific evidence into policy briefs, impact stories and evidence-based communication to influence state and national policies. *Visibility and Branding* strengthens CAFRI's institutional identity through consistent branding, professional media engagement, digital platforms and strategic public relations. *Capacity Building in Communication* enhances the competencies of scientists and staff through training programmes, workshops on science communication and media interaction skills, whereas *Documentation and Knowledge Management* ensures the systematic documentation, curation and dissemination of research outputs, success stories and field experiences.

The framework further recognizes the growing importance of *Digital Transformation and Innovation*, which supports wider outreach through web portals, social media, video content and interactive tools, particularly for reaching youth and entrepreneurs. Finally, *Monitoring and Impact Assessment* serves as a feedback mechanism by using measurable indicators, digital analytics, media reach, stakeholder engagement and adoption feedback to assess communication effectiveness and improve future interventions.

Thus, the diagram demonstrates a clear strategic pathway in which the different communication objectives collectively contribute to enhanced understanding, wider stakeholder engagement, improved knowledge dissemination, policy influence, technology adoption and measurable institutional impact.

Audience for communication strategy

Target Audiences

Effective communication requires clearly identifying and understanding the groups ICAR-CAFRI aims to reach. The audiences for the communication strategy are categorized as Primary, Secondary, and Internal, (Figure 2) each playing a distinct role in achieving the institute's mission.

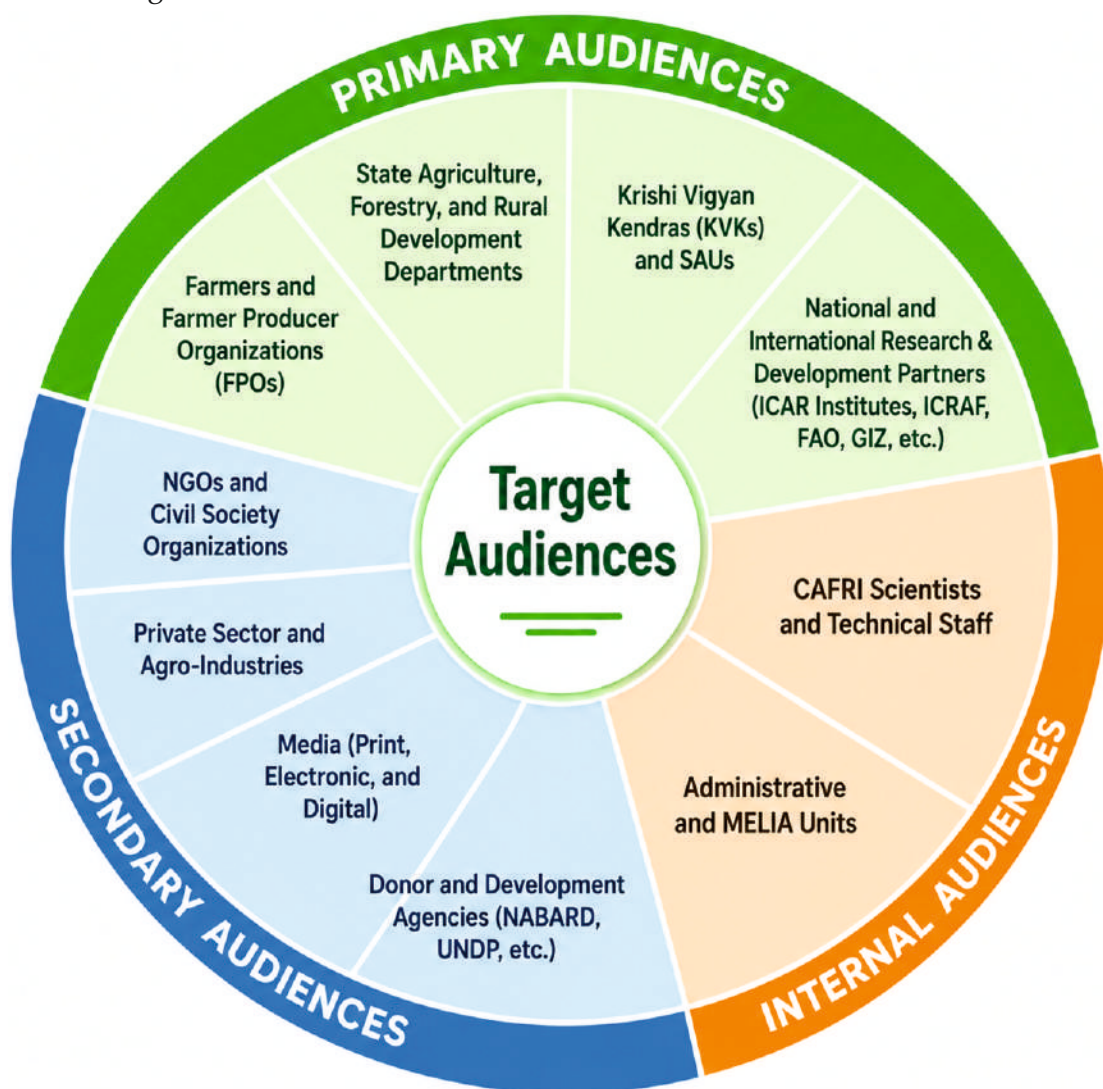


Figure 2: Target Audiences

Category	Target Audience	Purpose of Communication/ Expected Engagement	Preferred Communication Channels
Primary Audiences	Farmers and Farmer Producer Organizations (FPOs)	Promote adoption of agroforestry models, and climate-smart practices for income enhancement	On-farm demonstrations, KVK trainings, Farmer fairs, WhatsApp groups, Community radio, short videos in local language
	State Agriculture & Forest Department	Inclusion of agroforestry models and ICAR-CAFRI technologies in government schemes	Policy briefs, workshops, official correspondence, digital newsletters
	Krishi Vigyan Kendras (KVKs) and SAUs	Technology validation and farmer outreach	Joint demonstrations, training modules, WhatsApp advisory groups
	National and International Research & Development Partners	Collaborative research and knowledge sharing	Seminar/webinars, research projects
Secondary Audiences	NGOs and Civil Society Organizations Private Sector and Agro-Industries	Grassroot mobilization, and technology dissemination Investment, CSR collaboration, and develop value chains for tree-based products	Consultative meetings, workshops, printed guides, social media posts Industry roundtables, policy dialogues, website
	Media (Print, Electronic, and Digital)	Public awareness and visibility of CAFRI's achievements	Press releases, media kits, interviews, success stories
	Donor and Development Agencies (NABARD, UNDP, etc.)	Funding partnerships and upscaling	Project briefs, impact documentation, stakeholder events
Internal Audiences	CAFRI Scientists and Technical Staff	Institutional communication culture and teamwork	Internal meetings, training programs
	Administrative and MELIA Units	Documentation and reporting	Coordination meetings

Audience Category	Core Message/Theme	Intended Response or Action
Farmers and FPOs	"Trees on farms mean income, nutrition, and resilience." Agroforestry increases productivity, provides fodder and fuel wood, and improves soil and water conservation.	Adoption of region-specific agroforestry models and participation in CAFRI training and demonstration programs.
State Agriculture and Forest Departments	"Agroforestry supports green growth and farmer prosperity." Integrate CAFRI technologies and models into state missions and programs.	Policy support and inclusion of agroforestry components in government schemes.
KVKs and SAUs	"Stronger research-extension-farmer linkages make technologies succeed."	Collaboration with CAFRI for on-farm trials, trainings, and knowledge
National & International Partners	"Partnerships multiply impact." Collaboration accelerates research uptake and scaling of innovations.	dissemination. Joint projects, publications, and technology exchange.
NGOs and Civil Society	"Community-based agroforestry builds climate-smart villages."	Mobilize local communities and support participatory plantation programs.
Private Sector/ Agro-Industries	"Agroforestry unlocks green business opportunities." Tree-based value chains offer sustainable raw materials and carbon credits.	Investment in nurseries, processing, and marketing of agroforestry products.
Media	"Agroforestry: science serving people and planet." Highlight success stories and innovations that transform rural livelihoods.	Increased coverage of CAFRI achievements and field impacts.
Policymakers and Donor Agencies	"Agroforestry is a cost-effective solution for climate and livelihood challenges."	Support funding, policy adoption, and integration of CAFRI research outcomes in national programs.
Internal Stakeholders (CAFRI Staff & MELIA Cell)	"Effective communication strengthens impact." Every scientist is a communicator and brand ambassador of CAFRI.	Regular documentation, knowledge sharing, and adherence to branding guidelines.

By tailoring communication approaches to each audience, CAFRI can ensure that research outputs are effectively delivered, well understood, and appropriately utilized.

Key Messages

The effectiveness of ICAR-CAFRI's communication depends on delivering consistent, evidence-based, and audience-specific messages. Each message aims to promote agroforestry as a viable pathway for sustainable livelihoods, ecological restoration, and climate resilience. In line with the institutional communication framework, the following key messages specify what each audience should know, feel, and do to support CAFRI's mission.

Consistent delivery of these messages through appropriate channels will enhance awareness, encourage participation, and strengthen CAFRI's credibility as the national leader in agroforestry research and outreach.



Communication Mix

To effectively reach multiple stakeholders, agroforestry communication strategy integrates a balanced mix of traditional, digital, and participatory tools. The mix is categorized into External, Internal, and Community-level communication, depending on the audience, message type, and desired outcome (Figure 3).



Figure 3: Communication Mix

External Communication Mix

Category	Specific Tools/Channels	Purpose/Expected Outcome
Press and Media	Press releases, newspaper articles, success-story features, interviews, and radio talks.	Disseminate information about CAFRI's research, training, and achievements through mainstream media to enhance public visibility and credibility.
Digital and Online Media	CAFRI website, YouTube, X (Twitter), Facebook, LinkedIn, and monthly e-newsletter.	Maintain continuous digital presence and engage diverse audiences - farmers, youth, policymakers, and researchers - through timely updates and interactive content.
Television and Multimedia	Short films, documentaries, advert clips, and long-format programmes.	Showcase agroforestry models, watershed innovations, and farmer success stories to reach broader national audiences.
Print and Publications	Brochures, posters, policy briefs, leaflets, technical bulletins, and annual reports.	Provide informative and technical content to farmers, extension agencies, and government departments in accessible formats.
Public Relations and Events	National Agroforestry Week, Kisan Melas, exhibitions, conferences, and policy dialogues.	Promote CAFRI's brand identity, strengthen stakeholder engagement, and facilitate collaboration with policymakers and partners.
Advertising and Campaigns	Print and radio advertisements, banners, outdoor displays during events.	Publicize CAFRI's initiatives, attract participation, and improve public recall of CAFRI's agroforestry mission.

Internal Communication Mix

Category	Specific Tools/Channels	Purpose/Expected Outcome
Information Flow	Monthly staff meetings, intranet updates, internal bulletins, circulars, and email groups.	Ensure smooth coordination and timely sharing of information among divisions, projects, and administrative units.

Agroforestry Communication Strategy

Knowledge Sharing	Internal seminars, presentations, collaborative review meetings, and digital repositories.	Encourage internal learning, documentation, and innovation exchange among scientists and staff.
Capacity Development	Training programs, workshops, and mentoring on science communication and digital content creation.	Strengthen internal capacity for effective outreach, media interaction, and public engagement.
Recognition and Motivation	Annual communication awards, internal appreciation programs for impactful communicators.	Encourage proactive participation and innovation in institutional communication efforts.

Community-Level Communication Mix

Category	Specific Tools / Channels	Purpose / Expected Outcome
Participatory Learning Platforms	Farmer Field Schools (FFS), on-farm demonstrations, and exposure visits.	Facilitate hands-on learning and adoption of agroforestry practices among farmers and community groups.
Digital Advisory Tools	WhatsApp groups, Interactive Voice Response Systems (IVRS), and mobile advisories.	Provide real-time weather, crop, and agroforestry-related guidance directly to farmers.
Participatory Media	Video storytelling of farmer innovations, community radio programs, and local cable outreach.	Empower farmers to share local innovations and success stories, fostering peer-to-peer learning.
Stakeholder Interfaces	Village-level meetings, watershed committees, and cluster-level discussions.	Strengthen feedback loops and local ownership of agroforestry interventions.

This integrated communication mix enables the institute to deliver the right message through the right medium to the right audience. By blending traditional methods with modern digital platforms and community engagement tools, ICAR-CAFRI ensures that its communication remains inclusive, interactive, and impact-driven reaching from the grassroots to global forums.

Once the communication mix is established, effective promotion is essential to ensure that CAFRI's messages, tools, and outputs reach their intended audiences and generate sustained engagement. The promotion plan focuses on two levels - internal promotion (within CAFRI and ICAR networks) and external promotion (to the wider public, partners, and policymakers).

Internal Promotion

Activity	Purpose / Expected Outcome
Internal launch of the Communication Strategy	Present the strategy to all CAFRI staff, highlighting their roles in communication and outreach.
Orientation sessions for scientists and staff	Familiarize internal teams with new communication processes, templates, and branding protocols.
Internal newsletters and intranet updates	Regularly share success stories, project milestones, and upcoming communication activities across divisions.
Capacity-building workshops	Promote awareness and usage of digital platforms, social media guidelines, and reporting tools.
Recognition programs	Reward internal communicators who contribute significantly to visibility and outreach.

External Promotion

Activity	Purpose/Expected Outcome
Launch of "CAFRI Connect" initiative	Serve as an umbrella identity for all communication and outreach efforts; ensure unified external visibility.
Social-media campaigns	Promote agroforestry awareness through monthly themes, hashtags, infographics, and short videos.
Media engagement plan	Strengthen relationships with local and national media; organize periodic press meets, issue press releases, and provide media kits.
Website and newsletter promotion	Regularly update CAFRI's website and monthly e-newsletter; cross-promote through ICAR and partner platforms.

Event-based promotion	Highlight CAFRI's presence during exhibitions, Kisan Melas, National Agroforestry Week, and conferences through posters, videos, and interactive kiosks.
Partnership-based dissemination	Collaborate with ICAR institutes, SAUs, and NGOs to co-brand outreach events and distribute materials regionally.
Public campaigns and outreach drives	Conduct tree-plantation events, field days, and rural radio programmes to expand public engagement.

The promotion plan ensures that institute communication activities receive sustained visibility and participation across multiple platforms. Promotional materials such as brochures, e-flyers, short videos, and media kits will be used selectively to support campaigns and events. The effectiveness of promotional efforts will be periodically reviewed based on media coverage, digital engagement, and stakeholder feedback to ensure continuous improvement.



Implementation Timeline

The implementation of agroforestry communication strategy will be aligned with key institutional and national events over a three-year period (2026–2029). The timeline focuses on strengthening existing digital platforms, integrating communication activities with flagship programmes, and leveraging opportunities for wider outreach.

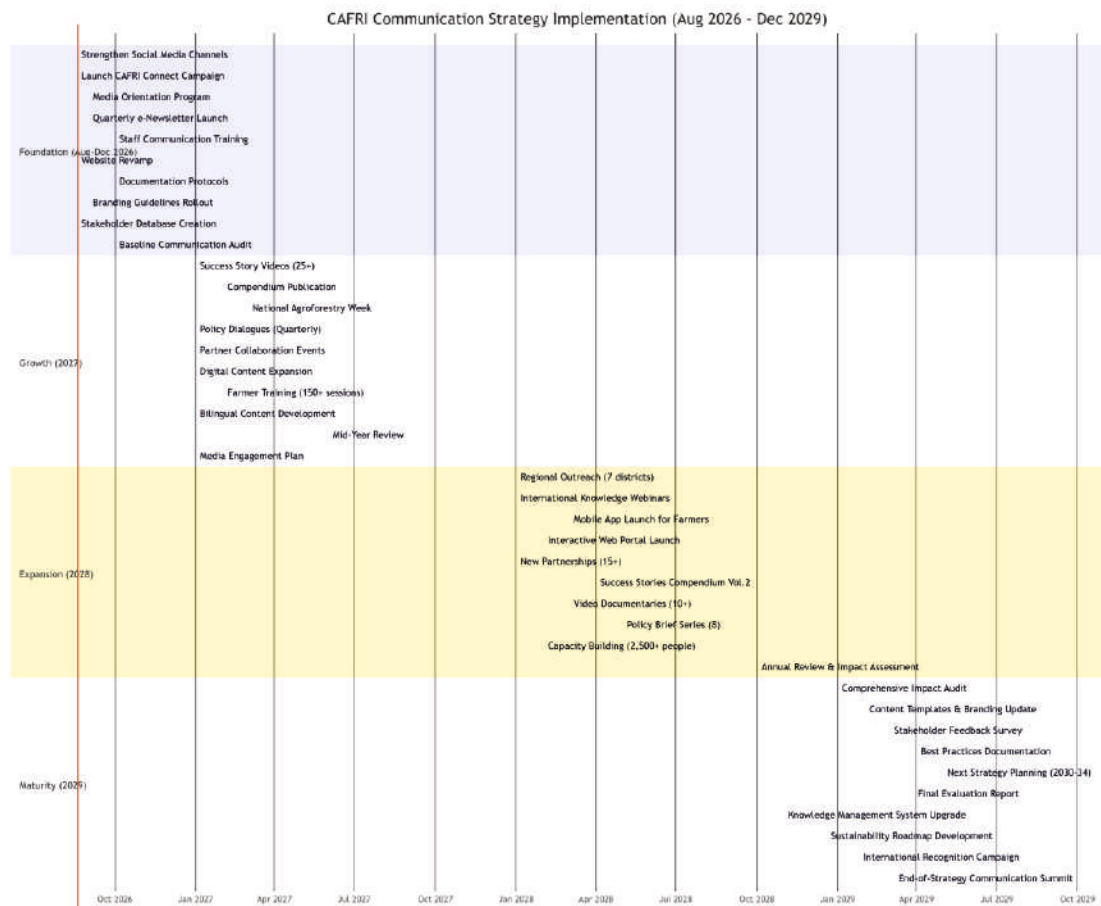


Figure 4: Agroforestry Communication Strategy Implementation

The proposed CAFRI Communication Strategy Implementation Plan (Figure 4) follows a phased and progressive approach to strengthen institutional communication, visibility, stakeholder engagement, and knowledge dissemination. The timeline is designed to build on existing communication mechanisms while gradually introducing more systematic, digital, participatory, and impact-oriented approaches.

Foundation Phase (2026)

The initial phase focuses on establishing the basic communication infrastructure and systems required for effective implementation. Strengthening social-media channels, launching the CAFRI Connect campaign, conducting media orientation programmes, introducing regular e-newsletters, developing communication protocols, creating a stakeholder database, and undertaking a baseline communication audit will provide a strong institutional foundation. This phase will ensure consistency in messaging and improve coordination among different divisions and communication activities.

Growth Phase (2027)

Once the foundation is established, the strategy moves towards expanding content generation and outreach. Success-story videos, farmer-focused publications, National Agroforestry Week activities, policy dialogues, partner collaborations, digital content expansion, and farmer training programmes will increase the reach and relevance of CAFRI's communication. This phase will particularly strengthen communication with farmers, policymakers, extension agencies, research institutions, and development partners.

Expansion Phase (2028)

The third phase emphasizes wider outreach and greater use of digital and interactive communication tools. Regional outreach programmes, international knowledge webinars, mobile applications, interactive web portals, new partnerships, video documentaries, policy briefs, and capacity-building programmes will help CAFRI reach larger and more diverse audiences. Communication performance will also be assessed through analytics and stakeholder feedback, enabling evidence-based improvements.

Maturity Phase (2029)

The final phase focuses on institutionalizing successful communication practices and preparing CAFRI for the next strategic period. Comprehensive impact assessment, stakeholder feedback, documentation of best practices, knowledge-management system strengthening, sustainability planning, international recognition activities, and an end-of-strategy communication summit will help consolidate the gains achieved during the previous phases.

Overall, the 2026–2029 phased timeline is justified because communication capacity cannot be strengthened through isolated activities; it requires sequential development from foundation building to expansion and institutionalization. The approach will enable CAFRI to achieve continuous visibility, stronger stakeholder engagement, wider dissemination of agroforestry technologies, improved feedback mechanisms, and measurable communication impact, while aligning institutional communication with national priorities and CAFRI's long-term research, extension, and development goals.

Budget and Resources

Implementation of the Communication Strategy will be supported through institutional funds, ongoing project allocations, and collaborative partnerships. Financial planning will align with annual institutional budgets to ensure sustainability and efficient use of available resources.

Budget Head	Estimated Allocation/Source
Digital Media and Communication Tools	Supported through institutional funds and external project assistance
Publications and Printing	Institutional allocations for printing, reporting, and dissemination
Outreach Events and Campaigns	Funded through annual activity plans, collaborative projects, and partner contributions (ICRAF, NABARD, CSR etc.)
Training and Capacity Building	Covered under institutional training provisions and external sponsorships
Website Maintenance and IT Infrastructure	Institutional and contingency funds
Monitoring and Evaluation	Supported through institutional review and documentation budgets

Resource Overview

- **Available Funding:** Institutional allocations under ongoing research, extension, and outreach programs.
- **Future Opportunities:** External collaborations, donor agencies, CSR initiatives, and inter-institutional linkages.
- **Additional Requirements:** Professional media design, content development, and digital promotion to enhance visibility.
- **Resource Mobilization:** Strategic partnerships, co-branded outreach programs, and sponsored awareness campaigns.

All communication activities of ICAR–CAFRI will adhere to a unified institutional identity that reflects professionalism, credibility, and scientific integrity. Consistent use of CAFRI's tagline, and design templates will ensure uniformity across digital, print, and outreach materials. Every communication product from reports and videos to social media posts and field banners will project CAFRI's values of sustainability, innovation, and inclusiveness. Ensure accuracy, positivity, and scientific credibility in all content. Maintain uniform design templates for publications, presentations, and digital media. Apply bilingual communication (English and Hindi) for wider reach.



Budget and Resources

Effective monitoring and evaluation are essential to assess the performance and impact of the Communication Strategy and to ensure continuous improvement. Regular review will help identify strengths, gaps, and emerging opportunities for enhanced outreach and stakeholder engagement.

Evaluation Area	Performance Indicators/Tools	Frequency
Reach and Visibility	Website traffic, social-media analytics (followers, impressions, engagement rate), and media coverage tracking	Quarterly
Stakeholder Engagement	Number of participants in events, training feedback, partnerships formed, and collaborative activities	Biannual
Content and Documentation	Number of publications, videos, case studies, and newsletters produced and disseminated	Quarterly
Capacity Development	Number of staff trained, workshops conducted, and adoption of communication tools by divisions	Annual
Policy and Advocacy Outcomes	Policy briefs produced, government references or citations, and policy-level engagements supported	Annual
Community-level Impact	Farmer feedback, adoption reports from KVKs, and field survey data	Annual
Overall Strategy Review	Comprehensive communication audit and impact assessment to revise or update the strategy	End of 3 rd year

Monitoring and evaluation will ensure that CAFRI's communication efforts remain measurable, responsive, and results-oriented, reinforcing its role as the national leader in agroforestry research, outreach, and policy advocacy. The institute will compile an Annual Communication Review Report, integrating analytics, feedback, and lessons learned. Findings will guide refinement of communication tools and planning for the next strategic cycle.

Contribution to Viksit Bharat @2047

As India advances towards the vision of *Viksit Bharat@2047*, effective communication of agroforestry research and innovations will be crucial for translating scientific knowledge into large-scale developmental outcomes. Agroforestry communication can serve as a strategic bridge connecting research institutions, farmers, extension agencies, policymakers, entrepreneurs and society. As illustrated in the communication framework, awareness and outreach can enhance understanding of the multiple benefits of agroforestry, while engagement and collaboration can promote two-way learning, stakeholder participation and the co-creation of locally relevant innovations. Evidence-based advocacy and policy communication can further support the integration of agroforestry into programmes related to sustainable agriculture, climate resilience, watershed development and rural livelihoods.

The framework also highlights the importance of digital transformation, capacity building and systematic knowledge management in achieving this vision. Digital platforms, videos, interactive tools and social media can extend agroforestry knowledge to larger and more diverse audiences, particularly farmers, rural youth and entrepreneurs, while training and communication capacity can strengthen the ability of scientists and extension personnel to translate complex research into actionable information. Systematic documentation of successful agroforestry models, farmer experiences and field-level impacts can generate evidence for wider adoption and policy support.

Thus, agroforestry communication can contribute to *Viksit Bharat@2047* by accelerating the adoption of sustainable and profitable land-use systems, improving farmer awareness and livelihood opportunities, strengthening climate resilience and promoting innovation-based rural development. The continuous process of outreach, engagement, feedback and impact assessment, as reflected in the diagram, ensures that communication remains responsive to stakeholder needs and contributes to the effective scaling of agroforestry. In this way, a strong agroforestry communication system can help transform scientific innovations into increased adoption, resilient livelihoods, green growth, evidence-based policymaking and sustainable rural development, thereby supporting the broader vision of a developed, prosperous and environmentally sustainable India by 2047.

The Agroforestry Communication Strategy of ICAR–CAFRI provides an integrated framework for strengthening the communication of scientific knowledge, technologies, innovations, and field experiences to diverse stakeholders. By combining traditional, digital, multimedia, and participatory approaches, the strategy aims to improve awareness, stakeholder engagement, technology adoption, institutional visibility, and policy influence. The 2026–2029 phased implementation provides a practical pathway for strengthening communication systems, expanding digital and community outreach, building partnerships, and institutionalizing effective practices. Regular monitoring, stakeholder feedback, digital analytics, and impact assessment will support continuous improvement and ensure that communication remains measurable and responsive. Successful implementation will require collective institutional ownership, coordinated efforts, capacity building, and effective use of emerging communication technologies. By connecting research with farmers, policymakers, extension agencies, development partners, and society, the strategy can accelerate the scaling of agroforestry innovations and contribute to climate resilience, sustainable livelihoods, environmental sustainability, and the broader vision of *Viksit Bharat @2047*.

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Notes



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