Central Agricultural Broadcasting and Television School
Outline

Overview of CABTS

Origin and perspective of the cooperation

Progress in design and development of online courses
Overview

1. Background of CABTS
2. Media and means of education
3. Education and training
4. Achievements of CABTS
Establishment

CABTS was established in 1980, is a comprehensive educational institution for rural people with multiple functions of education, training, extension, science popularization and information dissemination.
At present, CABTS is jointly sponsored by 21 organizations as the Ministry of Organization of the Central Committee of the Chinese Communist Party, the National Development and Reform Commission, the Ministry of Education, the Ministry of Finance, the Ministry of Human Resources and Social Security, the Ministry of Agriculture, the National Family Planning Commission, the General Administration of Broadcast, Television and Film, the National Forestry Administration, the Poverty Reduction and Development Office of the State Council, the China Central Television Station, the Central People’s Radio Station, the General Department of Politics of the PLA, the General Department of Logistics of the PLA, the Armed Police Forces, the Central Committee of the Chinese Communist Youth League, the Central Committee of Democracy Development, the All China Industry and Commerce Association, the China Science and Technology Association and China Association of Agronomy.
CABTS system

With over 30 years of development, the system of agricultural broadcasting and television education has grown stronger and stronger. It has become a five-level system with one central school, 40 provincial schools (including land reclamation, forestry and forest industry), 336 prefecture (municipal) schools, 2,184 counties schools and 11,929 township and village teaching classes. There are 33 provincial farmers’ science and technology training centers, 264 prefecture (municipal) centers and 1,768 county centers nationwide. There are 62,000 full and part time instructors, of which, 16,000 are full timers. The coverage of the school system has reached over 90% of the rural areas of China.
CABTS system

Central School

Provincial Schools

prefecture schools

County School

township and village teaching classes

1

40

336

2184

11929
The central school is responsible for offering majors that are basic and universal in the country and it exercises unified management of the instructional plans and the curriculums.

The provincial agricultural broadcast and television schools can in line with local conditions choose the majors offered nationwide and can set up majors to meet specific needs of local areas.
The prefecture schools are responsible for managing the records of the students, training of the coaching instructors and evaluating test papers.

The county agricultural and television schools are responsible for recruitment of students, administration, face-to-face instruction and coaching, the selection and establishment of teaching classes and organizing students for self-learning, for listening to broadcasted programs, for watching the aired television programs and for centralized learning and coaching.
Media and Means of Education Delivery

- Radio
- Television
- Loudspeaker
- Printed Materials
- Newspaper
- Magazine
- Satellite
- Internet
- S&T Caravan
- CDs
- Farmers’ Library
- Tape
Radio

Each year, CABTS has 158 hours of airtime of program named “Early Bus to Prosperity” through the China National Radio. CABTS has produced over 1,300 types of radio and television education programs close to 2,000 hours.
Television

CABTS has 550 hours of airtime of the program through the China Central Television Station Seven (CCTV-7).
Media and Means of Education Delivery

- Television

![Television Studio](image1)

![Viewers Watching Television](image2)
Textual Materials
Newspapers and Magazine
Media and Means of Education Delivery

- VCDs
Satellite Network

CABTS has 528 satellite remote stations and the annual transmission can reach as high as 2,000 hours.

Master Station

Remote reception Station
Satellite Network
China Rural Distance Education Website
www.ngx.net.cn (Chinese)
www.Crdenet.net.cn (English)

China Rural Labor Transfer Training Website
www.nmpx.gov.cn

CABTS Online
www.ngxonline.cn
Internet
Outreaching Farmers by Science & Technology Caravan
Media and Means of Education Delivery

Farmers Library
Loudspeakers

About 7000 loudspeaker stations conducted by CABTS in rural China.
Mobile Digital Media Player

In 2009 CABTS developed mobile digital player with large hard disk capacity for storing multimedia resources of agricultural science and technologies. It can not only timely download and upgrade the resources through the Internet and satellite reception stations, but also automatically collect and store information resources to meet the needs of varied application. The player can be directly connected to a TV set or projecting facilities. It can play A/V, image and textual information. The player is small and easy to carry for conducting training in villages.
Diploma Education

- Secondary Vocational Education
- Post Secondary Vocational Education
- Collaborative Higher Education
Education and Training of Farmers
Non Diploma Education
the prevailing approaches of CABTS system to deliver practical technical training include: (a) transmitting agricultural technologies to farmers through multiple instructional and training media of modern distance education as radio, television, the Internet and satellite network as well as textual, A/V, courseware, newspaper and periodicals; (b) instructors and technicians of CABTS deliver training, coaching and on-site guidance to farmers in villages, at farmers’ homes and in the field, to directly disseminate agricultural technologies to farmers.
Education and Training of Farmers
Training of rural laborer for transfer employment

with employment as the objective and the market as the orientation, CABTS system has been actively implementing training of rural labor for transfer employment – Sunshine Program. Large-scale training of farmers for transfer employment has been conducted, featuring short-term vocational skill training, supplemented by orientation training for employment. The duration is normally 15 to 90 days. Vocational skill training focuses on fields of likely employment opportunities such as care-giving, catering, restaurant, health care, construction and manufacturing. At the same time, distance education means are used to deliver general training in protection of rights, laws, basics of urban living, labor safety and AIDS prevention.
Education and Training of Farmers
CABTS started the Green Certificate training in mid 80’s of the last century, with contents involving animal breeding/aquatic, crop farming, poultry, home economics, fruit and vegetable production, greenhouses, horticulture and etc.
Since the initiation of the certification of vocational skill in 1996, CABTS system has established 25 evaluating stations of vocational skill. The CABTS system has over 3,000 national level evaluators, covering 54 types of jobs in crop farming, animal husbandry and rural energy.
Certification of Vocational Skills
The Ministry of Agriculture and the Ministry of Finance in 2006 jointly launched the “Science and Technology Training Program of New Types of Farmers”, to create farmers who has a good basic education and understands both agricultural techniques and business operations. The program is based on a village as a unit and follows the overall requirements of “centering the leading industries, training specialized farmers, conducting training in villages and developing one leading product in each village”.
S&T training of new type of farmers

The implementation of the program is based on the management mechanism of government fund being allocated to villages, training being offered to farmers, implementers being determined through bidding and the process being managed through standardized practices. In 2008, among the villages where science and technology training of new types of farmers was implemented, CABTS shared about 42% of the training. Training of farmers in farming skills enabled farmers to apply practical techniques and management skills and farmers’ capacity of increasing income for prosperity has been greatly improved.
Education and Training of Farmers
Through science and technology training of new type of farmers, the Ministry of Agriculture in 2008 launched a pilot of business initiation training for rural talents with practical skills in 11 provinces (municipalities) as Shanghai, Chongqing, Heilongjiang, Jiangsu, Anhui, Shandong, Henan, Hubei, Hunan, Guizhou and Gansu. It plans to train 10,000 farmers. Such training enabled learners to establish the rationale of business startup, increase awareness about it, master the necessary skills and improve the capacity of starting up business. It also helps learners to improve the skill of management, expand the operations, set up economic cooperation organizations and start up agro-enterprises.
Training of pace-setters of rural talented personnel

Since 2006 the Ministry of Agriculture has selected 10 advanced villages of new countryside construction as the training base of pace-setters with applicable skills in rural areas. In 2010, the Ministry of Agriculture decided that CABTS would take the training of the 5 bases. Training is composed with on-site visit, experience sharing, discussion and workshops and thematic subject lectures.
Drawing on the experiences of training and education of farmers over the years, CABTS in 2006 launched the action of “outreaching villages”. Taking the advantages of the schooling system, CABTS forged ahead with outreaching villages by instructors, media resources and training of talents. These activities promoted new techniques, new results, new varieties and new methods of modern agriculture and enabled farmers to become technology literate.
Education and Training of Farmers
Achievements

Secondary Vocational Education 4.14 Million

Post Secondary Vocational Education and Collaborative Higher Education 0.76 Million

vocational skill certificates 1.4 Million
Achievements

- **Agricultural Applicable Technology Training**: 241 Million persons
- **Sunshine Program**: 5.18 Million
- **Green Certificate Training Program**: 6.88 Million
Origin and Perspective of Cooperation

1. Origin of Cooperation
2. Achievements of Cooperation
3. Perspective of Cooperation
Origin of Cooperation
Origin of Cooperation
Origin of Cooperation
Achievements of Cooperation
Achievements of Cooperation
Achievements of Cooperation
Jointly compiling and publishing publication

- The audience of publications is the agricultural distance educators and those interested in distance education in both China and the US.
- Publications must be attractive and benefit both parties and are forward-looking.
- CABTS is in the process of compiling the outlines of the Chinese part.
Training of trainers

- Training in ADEC member institutions
- Study tour of backbone instructors of CABTS to the US
- Study tour and training of US professionals in China
- Distance training provided by ADEC experts
Progress in Design and Development of Online courses

1. Instructional Design of online courses
2. Four Online courses developed
3. Pilot of Online Teaching
4. Training to Strengthen the Capacity of Instructors
http://220.231.2.7/Resources/Courseware/shiyongjishu/nongchanpinzhilianganquangailun/index.html