

AEE103:FUNDAMENTALS OF EXTENSION EDUCATION

L:1 T:0 P:2 Credits:2

Course Outcomes: Through this course students should be able to

- CO1 :: aware about the concept and principles of extension education and effective teaching methods of farmers for agricultural development
- CO2 :: memorize the organizational set-up of agricultural extension for rural development
- CO3 :: observe the adoption/diffusion of innovations, motivation, planning, and evaluation of extension programmes
- CO4 :: discuss the principles of communication and new trends in agricultural extension
- CO5 :: apply the ICT applications in transfer of technology for community development

Unit I

Education : meaning, definition and types; extension education: meaning, definition, scope and process; objectives, principles of extension education; extension programme planning: meaning, process, principles and steps in programme development

Unit II

Extension Systems in India : extension efforts in pre-independence era (sriniketan, marthandam, firka development scheme, gurgaon experiment, etc.) and post-independence era (etawah pilot project, nilokheri experiment, etc.), reorganised extension system (T&V system) various extension/agriculture development programs launched by ICAR/Govt. of India (IADP, IAAP, HYVP, KVK, IVLP, ORP, ND, NATP, NAIP, etc.), Social Justice and poverty alleviation programme: ITDA, IRDP/SGSY/NRLM. women development programme: RMK, MSY etc

Unit III

New trends in agriculture extension : privatization extension, cyber extension/e-extension, market-led extension, farmer-led extension, expert systems, etc., attributes of innovation, DWCRA, commodity interest groups (CIGs)., farmers producer group (FPG)

Transfer of technology : concept and models, capacity building of extension personnel

Monitoring and evaluation : concept and definition, monitoring and evaluation of extension programs

Unit IV

Rural Development : concept, meaning, definition; various rural development programs launched by govt. of India. community development: meaning, definition, concept and principles

Philosophy of Community Development and Rural Leadership : concept and definition, types of leaders in rural context; method of identification of rural leader

Unit V

Extension Administration : meaning and concept, principles and functions

Extension teaching methods : meaning, classification, individual, group and mass contact methods, ICT applications in TOT (new and social media), media mix strategies

Unit VI

Communication : meaning and definition; principles and functions of communication, models and barriers to communication, agriculture journalism

Diffusion and adoption of innovation : concept and meaning, process and stages of adoption, adopter categories

List of Practicals / Experiments:

List of Practicals

- To perform group discussion-exercise
- To identify rural leaders in village situation
- To study preparation and use of AV aids, preparation of extension literature (leaflet, booklet, folder, pamphlet news stories and success stories)
- To study about presentation skills exercise

- To study about micro teaching exercise
- To visit a village to understand the problems being encountered by the villagers/ farmers
- To study organisation and functioning of DRDA/PRI and other development departments at district level
- To visit NGO/FO/FPO and learning from their experience in rural development
- To study PRA techniques and their application in rural/village development planning
- To explore mass media: visit to community radio and television studio for understanding the process of programme production
- To study script writing for print and electronic media
- To study developing script for radio and television

Text Books:

1. FUNDAMENTALS OF AGRICULTURAL EXTENSION EDUCATION by SAGAR MONDAL AND RAY, G. L., KALYANI PUBLISHERS
2. EDUCATION AND COMMUNICATION FOR DEVELOPMENT by DAHAMA, O. P. AND BHATNAGAR, O. P., OXFORD & IBH

References:

1. FUNDAMENTALS OF EXTENSION EDUCATION AND MANAGEMENT IN EXTENSION by JALIHAI, K. A. AND VEERABHADRAIAH, V., CONCEPT PUBLISHING
2. HANDBOOK OF EXTENSION EDUCATION by O S ET AL RATHORE, AGROTECH PUBLISHING ACADEMY