

21AEXT291 FUNDAMENTALS OF AGRICULTURAL EXTENSION

Hours Per Week :

L	T	P	C
2	-	2	3

Total Hours :

L	T	P
30	-	30



Source :

<https://www.pngwing.com/en/free-png-ygzjk>

COURSE DESCRIPTION AND OBJECTIVES:

This course makes the students understand the concepts of leadership and transfer of technology, rural development and basic extension services along with knowledge about emerging ICT techniques in TOT

COURSE OUTCOMES:

Upon completion of the course, the student will be able to achieve the following outcomes:

COs	Course Outcomes
1	Knowledge about the community development, rural development, transfer of technologies
2	Employ various ICT applications in transfer of technologies, program planning and extension activities to empower the farming community
3	Learn about the extension administration, monitoring and evaluation, and extension teaching methods

SKILLS:

- ✓ *Participate in community development, rural development*
- ✓ *Transfer of technologies to the farmer*
- ✓ *Train the farmers to empower the farming community*

ACTIVITIES:

- o Preparation of posters and different visual aids
- o Participate in PRA (Participatory Rural Appraisal) techniques
- o Developing script for radio and television
- o Visit Krishi Vignan Kendra (KVK) Farmers' Training Centre (FTC), District Agricultural Advisory and Transfer of Technology Centre (DAATTC)
- o Visit to study organization and functioning of DRDA, DWMA, ATMA and JDA Office etc
- o Writing for Print media – News Stories and Success Stories

UNIT - 1

Introduction :Education: Meaning, definition & Types - Formal, Non - Formal and Informal Education; Extension Education - meaning, definition, Concepts, Characteristics scope and process; objectives and principles of Extension Education; Extension Programme planning - Meaning, Process, Principles and Steps in Programme Development. Extension systems in India: extension efforts in pre-independence era (Sriniketan, Marthandam, Sevagram, Firka Development Scheme, Gurgaon Experiment, etc.) and post-independence era (Etawah Pilot Project, Nilokheri Experiment, etc.); various extension / agriculture development programmes launched by ICAR / Govt. of India (IADP, IAAP, HYVP, T & V System, KVK, IVLP, ORP, ND, NATP, ATMA, SREP,SAMETI, ATIC, NAIP, NFSM, RKVY, ARYA, etc.)

UNIT - 2

New trends in agriculture extension: Privatization extension, cyber extension / extension, market-led extension, farmer-led extension, expert Systems, etc. MIS (Management Information systems) in agriculture ; TBIs (Technology Business Incubators) in Agriculture; DSS (Decision Support System), Expert System; Entrepreneurship development. Application of new and innovative electronic gadgets in transfer of technology; Digital farming

UNIT - 3

Community Development: Meaning, definition, concept & principles, Philology of C.D. Rural Development: meaning, Definitions, concept, Characteristics, Objectives,Importance and Problems in Rural Development: various rural development programmes launched by Govt. of India - National Extension Service (NES). Panchayat Raj Systems / Democratic Decentralization and Panchayat Raj – Need, Three Tiers of Panchayat Raj System - Powers, Functions and Organization Set Up; Mandal System in Andhra Pradesh. Social Justice & Poverty Alleviation Programmes - ITDA, IWDP, NREP, IRDP, JRY, SGRY, SGSY, MGNREGP Women Development Programmes - ICDS, DWCRA,RMK, MSY,IKP, Participatory Rural Appraisal (PRA)

UNIT - 4

Agricultural Extension: Extension administration meaning, definition and concept, principles and functions. Monitoring and evaluation - Meaning, definition, concept, Objectives, Types and Importance. and monitoring and evaluation of extension programmes; transfer of technology: concept and models,capacity building of extension personnel and Farmers- Training Meaning, definition, Types of Training - Pre Service Training, In - Service, Orientation, Induction Training Refresher Training and Training for Professional Qualification; Training of Farmers, Farm women and Rural Youth - Farmers' Training Centre (FTC): Objectives – Trainings Organized; District Agricultural Advisory and Transfer of Technology Centre (DAATTC) -Objectives.extension teaching methods: meaning, classification, individual, group and mass contact methods, media mix strategies

UNIT - 5

Diffusion and Adoption of innovation: Meaning, Definition, Concepts and process and Stages & Models of Adoption Process - Five (5) and Seven (7) Stage Models; Attributes of Innovation - Relative Advantage, Compatibility, Complexity, Trialability – Observability and Predictability, Innovation - Decision Process - Meaning - Stages (Knowledge, Persuasion, Decision, Implementation and Confirmation); Concepts: Dissonance –Rejection: Active Rejection and Passive Rejection; Discontinuance - Replacement and Disenchantment Discontinuance - Over Adoption - Rate of Adoption and Innovativeness; Adopter Categories and their Characteristics; Factors influencing Adoption Process Social, Personal and Situational.

LABORATORY EXPERIMENTS

LIST OF EXPERIMENTS

1. Audio-visual aids – Meaning, importance and classification - Selection, planning, preparation, evaluation, presentation and use of audio-visual aids – Charts
2. Selection, planning, preparation, valuation, presentation and use of audio-visual aids – Charts, posters, flip charts, flash cards, pannel graphs
3. Selection, planning, preparation, evaluation, presentation and use of audio-visual aids – Power point slides
4. Planning and preparation of extension literature – Leaflet, folder, pamphlet, booklet, news stories and success stories
5. Handling and use of audio visual equipment such as public address equipment (PAE) system and still camera and digital camera and Liquid Crystal Display (LCD) Projector.
6. Group discussion – Simulated exercise
7. Visit to a village to study on going rural development and agricultural developmental programmes
8. To study and familiarize university extension system.
9. Visit to KVK
10. Visit to Farmers' Training Centre (FTC)
11. Visit to District Agricultural Advisory and Transfer of Technology Centre (DAATTC)
12. Visit to study organization and functioning of DRDA, DWMA, ATMA, JDA Office and other development departments at district level
13. Visit to a village to exercise PRA techniques
14. Visit to community radio and television studio for understanding the process of programme production, Script writing
15. Developing script for radio and television

REFERENCES:

1. Adivi Reddy, A. 2006. *Extension Education*. Sree Lakshmi Press, Bapatla
2. Dahama, O.P. and Bhatnagar, O.P. 1999. *Extension and Communication for Development* Oxford & IBH Private Limited, New Delhi/Mumbai
3. Ganesh, R., Mohammad Iqbal and Ananda Raja. 2003. *Reaching the Unreached –Basics of Extension Education*. Associate Publishing Company, New Delhi
4. Jalihal, K.A. and Veerabhadraiah, V. 2007. *Fundamentals of Extension Education and Management in Extension*. Concept Publishing House, New Delhi
5. Ray, G.L. 2006. *Extension Communication and Management*. Naya Prakash / Kalyani Publishers, Kolkatta / Ludhiana

