

## Syllabus for B.Sc. (Hons) Agriculture Year – II (Sem. III)

**Subject Code:** 16AS1306

**Subject Short Name:** Ag. Ext. 3.4

**Subject Name:** Fundamentals of Extension Education

### Objective:

1. To state the importance of extension education in agriculture
2. To familiarize with the different types of agriculture and rural development programs launched by govt. of India
3. To classify the types of extension teaching methods
4. To elaborate the importance and different models of communication
5. To explain the process and stages of adoption along with adopters' categories

**Credits Earned:** 2 Credits (1+1)

**Course Outcomes:** After completion of this course, Students will be able to

- Acquaint the knowledge on concept, objectives, principles and philosophy of extension management.
- Develop an understanding on the process, steps, principles and monitoring and evaluation involved in agricultural extension programme development for transfer of technology.
- Develop the skills about genesis of agricultural extension, extension efforts in pre- and post-independence era along with specific agricultural programmes
- Apply new trends in agricultural extension like private extension, market led extension, expert systems, farmer led extension and cyber extension.
- Apply communication strategies using agricultural journalism for innovation, diffusion and adoption of agricultural technology

Teaching Scheme (Hours)			Credits	Theory Marks			Tutorial/ Practical Marks		Total Marks
Theory	Tutorial	Practical		ESE (E)	Mid Sem (M)	Progressive Assessment (PA)	Viva (V)	Term work (TW)	
1	0	2	2	40	20	20	10	10	100

**Theory Content:**

<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	Education: Meaning, definition and Types; Extension Education: meaning, definition, scope and process; objectives and principles of Extension Education	<b>1</b>
2	Extension Programme planning: Meaning, Process, Principles and Steps in Programme Development	<b>1</b>
3	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.)	<b>2</b>
4	Social Justice and poverty alleviation programme: ITDA, IRDP/SGSY/NRLM, Women Development Programme: RMK, MSY etc	<b>1</b>
5	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)	<b>2</b>
6	Rural Development: concept, meaning, definition; various rural development programs launched by Govt. of India	<b>1</b>
7	Community Development: meaning, definition, concept and principles, Philosophy of C.D. Rural Leadership: concept and definition, types of leaders in rural context, Method of identification of Rural Leader	<b>1</b>
8	Extension administration: meaning and concept, principles and functions.	<b>1</b>
9	Monitoring and evaluation: concept and definition, monitoring and evaluation of extension programs	<b>1</b>

10	Transfer of technology: concept and models, capacity building of extension personnel, extension teaching methods: meaning, classification, individual, group and mass contact methods, ICT Applications in TOT (New and Social Media), media mix strategies	1
11	Communication: meaning and definition; Principles and Functions of Communication, models and barriers to communication. Agriculture journalism	1
12	Diffusion and adoption of innovation: concept and meaning, process and stages of adoption, adopter categories	1
	<b>Total</b>	<b>14</b>

### Practical Content:

Unit	Topics	Contact Hours
1	To get acquainted with university extension system	2
2	Group discussion- exercise	2
3	Identification of rural leaders in village situation	2
4	preparation and use of AV aids, preparation of extension literature (leaflet, booklet, folder, pamphlet news stories and success stories)	2
5	Presentation skills exercise; micro teaching exercise	2
6	A visit to village to understand the problems being encountered by the villagers/ farmers	2
7	to study organization and functioning of DRDA/PRI and other development departments at district level	2
8	visit to NGO/FO/FPO and learning from their experience in rural development	2
9	understanding PRA techniques and their application in village development planning	2

10	exposure to mass media: visit to community radio and television studio for understanding the process of programme production	2
11	script writing, writing for print and electronic media, developing script for radio and television	2
	<b>Total</b>	<b>22</b>

### Reference Books:

- Adivi Reddy, A. 2001. Extension Education, Sree Lakshmi press, Bapatla.
- Dahama, O. P. and Bhatnagar, O.P. 1998. Education and Communication for Development, Oxford and IBH publishing Co. Pvt. Ltd, New Delhi.
- Jalihal, K. A. and Veerabhadraiah, V. 2007. Fundamentals of Extension Education and Management in Extension, Concept publishing company, New Delhi.
- Sagar Mondal and Ray, G. L., Text Book on Rural Development, Entrepreneurship and Communication Skills, Kalyani Publications.
- Rathore, O. S. et al. 2012. Handbook of Extension Education, Agrotech Publishing Academy, Udaipur.

### Suggested Theory distribution:

The suggested theory distribution as per Bloom's taxonomy is as per follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process.

Distribution of Theory for course delivery and evaluation					
Remember	Understand	Apply	Analyze	Evaluate	Create
25%	25%	20%	10%	10%	10%

### Instructional Method:

1. The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by white board may also use any of tools such as demonstration, role play, quiz, brain storming, MOOCs etc.
2. The internal evaluation will be done on the basis of continuous evaluation of students in the class-rooms.

3. Practical examination will be conducted at the end of semester for evaluation of performance of students in laboratory/ field.
4. Students will use supplementary resources such as online videos, NPTEL videos, e-courses, Virtual Laboratory.