

Intelligence in Extension.

2nd Semester

AEX 159 Fundamentals of Agricultural Extension Education Credit
hours: 3(2+1)

Theory

Education: Meaning, definition & Types; Extension Education- meaning, definition, 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, 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, KVK, IVLP, ORP, ND,NATP, NAIP, etc.). New trends in agriculture extension: privatization extension, cyber extension/ e-extension, market-led extension, farmer-led extension, expert systems, etc.

Rural Development: concept, meaning, definition; various rural development programmes launched by Govt. of India. Community Dev.-meaning, definition, concept & principles, Physiology of C.D. Rural Leadership: concept and definition, types of leaders in rural context; extension administration: meaning and concept, principles and functions. Monitoring and evaluation: concept and definition, monitoring and evaluation of extension programmes; transfer of technology: concept and models, capacity building of extension personnel; extension teaching methods: meaning, classification, individual, group and mass contact methods, media mix strategies;

Practical

To get acquainted with university extension system. Group discussion- exercise; handling and use of audio visual equipments and digital camera and LCD projector; preparation and use of AV aids, preparation of extension literature – leaflet, booklet, folder, pamphlet news stories and success stories; Presentation skills exercise; micro teaching exercise; A visit to village to understand the problems being encountered by the villagers/ farmers; to study organization and functioning of DRDA and other development departments at district level; visit to NGO and learning from their experience in rural development; understanding PRA techniques and their application in village development planning; exposure to mass media: visit to community radio and television studio for understanding the process of programme production; script writing, writing for print and electronic media, developing script for radio and television.

3rd Semester

AEX 207 Communication Skills and Personality Development 2(1+1)

Theory

Communication – Meaning and process of communication. Verbal and non-verbal communication. Listening and Note taking, Writing skills and Oral Presentation Skills; Field diary and Lab record; Indexing, Footnote and Bibliographic Procedure. Reading and Comprehension of general and technical articles, precise writing, summarizing, abstracting, individual and group presentations,

impromptu presentation, public speaking; group discussion, Organizing seminars and conferences.
Personality – Analysis of personality types – development of acceptable personality.

Practical

Listening and note taking. Writing skills, Oral Presentation Skills; Field diary and Lab record; Indexing, Footnote and Bibliographic Procedures, Reading and Comprehension of general and technical articles, précis writing, summarizing, abstracting, individual and group presentation.

HVE 211 Human Value and Ethics (Non-Gradial Course) 1(1+0)

Theory

Values and Ethics-An Introduction. Goal and Mission of Life. Vision of Life. Principles and Philosophy. Self Exploration. Self Awareness. Self Satisfaction. Decision Making. Motivation. Sensitivity. Success. Selfless Service. Case Study of Ethical Lives. Positive Spirit. Body, Mind and Soul. Attachment and Detachment. Spirituality Quotient. Examination.

4th Semester

EC 265 Agricultural Journalism

3(2+1)

Theory

Agricultural Journalism: The nature and scope of agricultural journalism characteristics and training of the agricultural journalist, how agricultural journalism is similar to and different from other types of journalism. Newspapers and magazines as communication media: Characteristics; kinds and functions of newspapers and magazines, characteristics of newspaper and magazine readers. Form and content of newspapers and magazines: Style and language of newspapers and magazines, parts of newspapers and magazines. The agricultural story: Types of agricultural stories, subject matter of the agricultural story, structure of the agricultural story. Gathering agricultural information: Sources of agricultural information, interviews, coverage of events, abstracting from research and scientific materials, wire services, other agricultural news sources. Writing the story: Organizing the material, treatment of the story, writing the news lead and the body, readability measures. Illustrating agricultural stories: Use of photographs, use of artwork (graphs, charts, maps etc.), writing the captions. Editorial mechanics: Copy reading, headline and title writing, proofreading, lay outing.

Practical

Practice in interviewing. Covering agricultural events. Abstracting stories from research and scientific materials and from wire services. Writing different Types of agricultural stories. Selecting pictures and artwork for the agricultural story. Practice in editing, copy reading, headline and title writing, proofreading, lay outing. Testing copy with a readability formula. Visit to a publishing office.

5th Semester

AEX 308 Entrepreneurship Development and Business Communication 2(1+1)

Theory

Concept of Entrepreneur, Entrepreneurship Development, Characteristics of entrepreneurs. SWOT Analysis & achievement motivation. Government policy and programs and institutions for entrepreneurship development, Impact of economic reforms on Agribusiness. Agrienterprises, Entrepreneurial Development Process; Business Leadership Skills, Developing organizational skill (controlling, supervising, problem solving, monitoring & evaluation. Developing Managerial skills: Communication, direction and motivation skills, Problem solving skill. Supply chain management and Total quality management. Project Planning, Formulation and Evaluation. Opportunities for agri-entrepreneurship and rural enterprise. Financing of enterprise.

Practical

Methods for Assessing entrepreneurial traits. Techniques of Managerial skills and achievement motivation. Creativity Exercise. Identification and selection of business idea, preparation of business plan and proposal writing, visit to entrepreneurship development institute and entrepreneurs. Methods for problem solving skills. Project formulation in terms of Time, Cost, resource and Management. SWOT analysis & Exercise.

EC-317 Strategies and Approaches of Agricultural Extension (Optional) 3(2+1)

Theory

History of extension education in India: Famine commission report 1901, Royal commission on Agriculture 1928, Grow more food campaign 1947, Growth of Agricultural Extension Education as discipline in India.

Generation of Extension in Developing Countries: Colonial Agriculture, Broad based Agriculture, Area specific Target Group Extension, Green Revolution, Top-down extension, Decentralized (bottom-up) extension, e-extension, e-Agriculture, Knowledge Management in Agriculture, AKIS, NARS (National Agricultural Research System), BGREI.

Development of Extension in different countries: Extension system and name of extension agents in different countries i.e. Japan, Bangladesh, China, USA, UK. Different models of Agricultural Extension, Technology Transfer Projects of ICAR.

Audio-visual Aids and e-extension: Internet, LAN, MAN, WAN, WIKI, BLOG, Digital devices, Campaign, Media mix.

National Extension System and National Extension Policy.

PERT, CPM, GART Concept, Principle and Application, Gantt chart in project management.

Practical

Develop a timeline of agricultural extension in India (year, events), Develop a tabular presentation of different rural development programmes before independent (specify year and pioneer person), Develop a tabular presentation of different extension programmes after independence, Comparative analysis of key features of extension approaches of different countries, Develop a critical path based on hypothetical data, Activity scheduling through Gantt Chart.