



Navsari Agricultural University

**Department of Extension
Education
College of Agriculture
Navsari Agricultural University
Waghai-394730(Gujarat)**



Ag.Ext. 3.1	Fundamentals of Agricultural Extension Education	3 (2+1)
--------------------	---	----------------

Course Outline

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 planning. Extension systems in India (TOT). Extension efforts in pre-independence era (Sriniketan, Marthandam, Firka Development Scheme, Gurgaon Experiment, etc.) and post-independence era (Etawah Pilot Project, Nilokheri Experiment, CDP, NES etc.) various extension/ agriculture development programmes launched by ICAR/ Govt. of India (IADP, IAAP, HYVP, IVLP, ORP, ND, NATP, NAIP, etc. --Name, Year with Important Remarks) Rural Development: concept, meaning, definition; various rural development programmes launched by Govt. of India viz. Panchayat Raj System, Rashtriya Krishi Vikas Yojana, Antyodaya Anna Yojana, Deendayal Upadhyaya Gramin Koushalya Yojana, Deendayal Disable Rehabilitation Scheme, Gramin Bandharan Yojana, Rural Housing (Indra Awas Yojana) Integrated Child Development Scheme, Integrated Rural Development Programme, Livestock Insurance Scheme, Mahatma Gandhi National Rural Employment Guarantee Act, National Food Security Mission, National rural Livelihood mission, pradhanmantri Awas Yojana, Swarnjayanti Gram Swarozgara Yojana (Name, Year with Important Remarks). New trends in agriculture extension: KVK, ATMA, ATIC in detail, Brief about privatization extension, cyber extension/e-extension, market-led-extension, farmer-led-extension, expert systems, etc. Monitoring and evaluation- concept and definition, monitoring and evaluation of extension programmes. Transfer of Technology-Concept and models

Practical:

A visit to understand the problems being encountered by the villagers/farmers, Preparation of Interview schedule and data analysis for farmers, Study the organization and functioning of Gram Panchayat, Study the organization and functioning of Cooperative, Study the organization and functioning of NGO, Study and visit of KVK, Study and visit of SSK, Study and visit of ATIC, PRA techniques and its application in planning of village development activities

References:

1	Chauhan, N. B., Bhailal S. Patel & Rambhai C. Patel. (2005). Dimensions of Agricultural Extension Education, Department of Extension Education, BACA, AAU, Anand
2	Chauhan, N. B., Bhailal S. Patel & Rambhai C. Patel. (2007). Dimensions of Agricultural Extension Education, Department of Extension Education, BACA, AAU, Anand
3	Dahama, O. P. & Bhatanagar, O. P. (2008). Education And Communication For Developmet
4	Fred N. Kerlinger (2016). Foundations f Behavioral Research
5	Misra, D. C. (1990). Defining Agricultural Extension for the 1990s.
6	Patel, J. B., Hemlata Saini and Vinaya Kumar, H. M. (2017). Professional Extension Skills.
7	Prajapathi, M. R., Patel, V. T., Patel, J. K. & Prajapati, R. R. (2015). Text Book of Agricultural Extension, Department of Extension Education, CPCA, SDAU, Sardarkrushinagar.
8	Rathore, O. S. et al. (2012) Hand book of Extension Education.
9	Ray, G. L. (2011). Extension Communication & Management
10	Singh, V. & Vasistha, M. S. (2007). Rural Extension Hand book.
11	Singh, A. K., Lakhan Singh & Roy Burman R. (2016). Dimensions of Agricultural Extension
12	Van Den Ban, A. W. & Hawkins, H. S. (1988). Agricultural Extension
13	Vasanthakumar J. (2007). New Dimensional and Approaches in Extension Pluralism for Rural Development

Ag.Ext. 4.2	Rural Sociology and Educational Psychology	2 (2+0)
--------------------	---	----------------

Course Outline

Theory:

Sociology and Rural sociology: Definition and scope, its significance in agriculture extension, Rural society, Social Groups, Social Stratification, Culture concept, Social Institution, Social Change & Development. Educational psychology: Meaning & its importance in agriculture extension. Behavior: Cognitive, affective, psychomotor domain, Personality, perception, Instincts, Emotion, Frustration, Motivation, Theories of Motivation, Types, Classification of Motives, Techniques of motivation and Role of Motivation in Agricultural Extension. Teaching-Learning: Meaning, Definition, Learning process, Learning experience and Learning situation its elements and characteristics. Rural Leadership: concept and definition, types of leaders in rural context, methods of identifying the leader

References:

1	Chauhan, N. B., Bhailal S. Patel & Rambhai C. Patel. (2007). Dimensions of Agricultural Extension education, Department of Extension Education, BACA, AAU, Anand.
2	Dahama, O. P. & Bhatanagar, O. P. (2008). Education and Communication For Development.
3	Prajapathi, M. R., Patel, V. T., Patel, J. K. & Prajapati, R. R. (2015). Text Book of Agricultural Extension, Department of Extension Education, CPCA, SDAU, Sardarkrushinagar.
4	Misra, D. . (1990). Defining Agricultural Extension for the 1990s.

5	Patel, J. B., Hemlata Saini and Vinaya Kumar, H. M. (2017). Professional Extension Skills.
6	Rathore, O. S. et al. (2012) Hand book of Extension Education.
7	Ray, G. L. (2015). Extension Communication & Management
8	Singh, A. K., Lakhan Singh & Roy Burman R. (2016). Dimensions of Agricultural Extension
9	Van Den Ban, A. W. & Hawkins, H. S. (1988). Agricultural Extension

Ag. Ext. 5.3	Communication Skills and Personality Development	2 (1+1)
---------------------	---	----------------

Course Outline

Theory:

Communication: meaning, definition and importance. Models of communication process with its key elements. Principles, Functions and level of Communication. Fidelity and barriers in communication. Communication skill- definition and types of communication skills. Extension teaching methods: meaning, classification, individual, group and mass contact methods. Transfer of technology: concept and models. Training centers (MANGE, EEI, SAMETI, KVK) for capacity building of extension personnel. ICT Application in TOT (New and Social Media), media mix strategies. Agriculture Journalism. Importance and Advantages. Diffusion and adoption of innovation: concept and meaning, process and stages of adoption, adopter categories. Personality: definition, meaning and nature. Importance of personality, Traits, Types and Characteristics of personality. Factors influencing the growth and Development of personality. Methods of measuring personality. Advantages and Disadvantages of personality.

Practical:

Acquaint with university extension system. Organizing the Group Discussion. Handling and use of audio-visual equipments.(Digital camera and LCD Projector).Preparation and use of audio-visual aids. Preparation of extension literatures (Leaflet, Booklet, Folder, Pamphlet, News and Success stories). Skill exercise on preparing of ppt for effective presentation. Exposure visit to mass media station (Community radio and television studio for understanding the process of programmes production).Script writing for print and electronic medias (Developing script for print, radio and television). Skills for facing an interview

References:

1	Chauhan, N. B., Bhailal S. Patel & Rambhai C. Patel. (2005). Dimensions of Agricultural Extension education,Department of Extension Education,BACA, AAU, Anand.
2	Chauhan, N. B., Bhailal S. Patel & Rambhai C. Patel. (2007). Dimensions of Agricultural Extension education,Department of Extension Education,BACA, AAU, Anand.
3	Dahama, O. P. & Bhatanagar, O. P. (2008). Education and Communication For Development.
4	Prajapathi, M. R., Patel, V. T., Patel, J. K. & Prajapati, R. R. (2015). Text Book of Agricultural Extension, Department of Extension Education, CPCA, SDAU, Sardarkrushinagar.
5	Sagar mondal(2017) text book of sociology and educational psychology
6	Misra, D. . (1990). Defining Agricultural Extension for the 1990s.
7	Patel, J. B., Hemlata Saini and Vinaya Kumar, H. M. (2017). Professional Extension Skills.
8	Rathore, O. S. et al. (2012) Hand book of Extension Education.
9	Ray, G. L. (2015). Extension Communication & Management
10	Singh v & Vasistha MS(2007) Rural Extension hand book
11	Singh, A. K., Lakhan Singh & Roy Burman R. (2016). Dimensions of Agricultural Extension
12	Van Den Ban, A. W. & Hawkins, H. S. (1988). Agricultural Extension

Ag. Ext. 6.4	Entrepreneurship Development and Business Communication	2 (1+1)
---------------------	--	----------------

Course Outline

Theory:

Concept of Entrepreneur, Entrepreneurship Development, Characteristics of entrepreneurs. SWOT Analysis & achievement motivation. Government policy and programs and institutions for entrepreneurship development. Role of economic reforms viz. Agri-clinics, Agribusiness/Agri-enterprises, Entrepreneurial Development. Business Leadership Skills; Developing organizational skill (controlling, supervising, problem solving, monitoring & evaluation), Developing Managerial skills, Business Leadership Skills (Communication, direction and motivation Skills), Problem solving skill, Supply chain management and Total quality management. Project Planning Formulation and report preparation; Financing of enterprise, Opportunities for agri-entrepreneurship and rural enterprise. Extension administration: meaning and concept, principles and functions

Practical:

Assessing entrepreneurial traits of entrepreneur. Exercise on problem solving skills. Exercise on managerial skills. Exercise on achievement motivation. Collection of traditional wisdom in agricultural field. Time audit through planning, monitoring and supervision (PERT). Identification and selection of business idea. Preparation of business plan and proposal writing. Exposure to entrepreneurship development institution (GDI, Gandhinagar) and Successful entrepreneurs (Input Dealers/Bio-pesticide/Vermi-compost). Exposure of NABARD, GFSC etc.

References:

1	Chauhan, N. B., Bhailal S. Patel & Rambhai C. Patel. (2005). Dimensions of Agricultural Extension education, Department of Extension Education, BACA, AAU, Anand.
2	Chauhan, N. B., Bhailal S. Patel & Rambhai C. Patel. (2007). Dimensions of Agricultural Extension education, Department of Extension Education, BACA, AAU, Anand.
3	Chole R. R., P.S Kapse & P.R Deshmukh (2012) Entrepreneurship Development and Communication Skills -
4	Dahama, O. P. & Bhatanagar, O. P. (2008). Education and Communication For Development.
5	Prajapathi, M. R., Patel, V. T., Patel, J. K. & Prajapati, R. R. (2015). Text Book of Agricultural Extension, Department of Extension Education, CPCA, SDAU, Sardarkrushinagar.
6	Ray, G. L & Sagar Mondal. (2012). Text book on Rural Development and communication Skills
7	Singh, V. & Vasistha, M. S. (2007). Rural Extension Hand book
8	Singh, A. K., Lakhan Singh & Roy Burman R. (2016). Dimensions of Agricultural Extension
9	Van Den Ban, A. W. & Hawkins, H. S. (1988). Agricultural Extension
10	Vasanthakumar J. (2007). New Dimensional and Approaches in Extension Pluralism for Rural Development
11	A.K.Singh, Lakhan Sing & R. Roy Burman (2017) Dimensions of Agricultural Extension