

## DEPARTMENT OF AGRICULTURAL EXTENSION

Course code	Course title	Credit Hours
AG-105	Rural Sociology and Educational Psychology	2(1+1)
AG-208	Fundamentals of Agricultural Extension Education	3(2+1)
AG-408	Entrepreneurship Development and Business communication	2(1+1)
AG-508	Communication Skills and Personality Development	2(1+1)
AGE-65	Agricultural Journalism	3(2+1)

### AGRICULTURAL EXTENSION:

#### 1. Rural Sociology and Educational Psychology (AG-105) 2(1+1)

##### Theory

Sociology and Rural sociology: Definition and scope, its significance in agriculture extension, Social Ecology, 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, Learning, Motivation, Theories of Motivation, Intelligence. Rural Leadership: concept and definition, types of leaders in rural context.

##### Practical

Conducting socio-economic survey of an assigned village, social composition, occupational distribution, leadership and working of rural institutions, study of Self- Help Groups methods of assessment of personality, sociometric matrices.

#### 2. Fundamentals of Agricultural Extension Education (AG-208) 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, ICT, 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, Philosophy of C.D. transfer of technology: concept and models, capacity building of extension personnel; extension teaching methods: meaning, classification, individual, group and mass contact methods, Audio-visual aids.

**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 A-V 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; exposure to mass media: visit to community radio and television studio for understanding the process of programme production.

**3. Entrepreneurship Development and Business Communication(AG-408) 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. 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; extension administration: meaning and concept, principles and functions. Monitoring and evaluation: concept and definition, monitoring and evaluation of extension programmes.

**Practical**

Assessing entrepreneurial traits, problem solving skills, managerial skills and achievement motivation, exercise in creativity, monitoring and supervision, identification and selection of business idea, preparation of business plan and proposal writing, visit to entrepreneurship development institute and entrepreneurs.

**4. Communication Skills and Personality Development (AG-508) 2 (1+1)**

**Theory**

Communication Skills: Structural and functional grammar; communication: meaning , definition and process; Principles and Functions of Communication, types of communication-verbal, non -verbal, formal, informal communication, models and barriers to communication, diffusion and adoption of innovation: concept and meaning, process and stages of adoption, adopter categories. listening and note taking, writing skills, oral presentation skills; field diary and lab record; indexing, footnote and bibliographic procedures; individual and group presentations, impromptu presentation, public speaking; Group discussion. Organizing seminars and conferences.

**Practical**

Listening and note taking, writing skills, oral presentation skills; field diary and lab record; indexing, footnote and bibliographic procedures; individual and group presentations. script writing, writing for print and electronic media, developing script for radio and television.

**4. Entrepreneurship Development and Business Communication(AG-408) 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. 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;. extension administration: meaning and concept, principles and functions. Monitoring and evaluation: concept and definition, monitoring and evaluation of extension programmes.

**Practical**

Assessing entrepreneurial traits, problem solving skills, managerial skills and achievement motivation, exercise in creativity, monitoring and supervision, identification and selection of business idea, preparation of business plan and proposal writing, visit to entrepreneurship development institute and entrepreneurs.

**5. Agricultural Journalism (AGE-65)**

**3(2+1) (Elective Course)**

**Theory**

Agricultural Journalism: The nature and scope of agricultural journalism characteristics and training of the agricultural journalist. Newspapers and magazines as communication media: Characteristics; kinds and functions of newspapers and magazines, characteristics of newspaper and magazine readers. 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. Writing the story: Organizing the material, treatment of the story, writing the news lead and the body, readability measures..

**Practical**

Practice in interviewing. Covering agricultural events. Abstracting stories from research and scientific materials . Writing different types of agricultural stories. Electing pictures and art work for the agricultural story. Practice in editing, copy reading, headline and title writing, proof reading, lay outing. Visit to a publishing office.