ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

III SEMESTER **AGRICULTURE AND RURAL DEVELOPMENT** Time: 3hrs/week

AEXT291(1) **FUNDAMENTALS OF AGRICULTURAL EXTENSION** Marks: 100

w.e.f AJ 2022-2023

**OBJECTIVES:**

* To study Audio-visual aids – Meaning, importance
* To study about Planning and preparation of extension literature – Leaflet, folder, pamphlet, booklet, news stories and success stories.
* To study learn about Farmers’ Training Centre (FTC).
* To study about Extension teaching methods

**COURSE OUTCOMES:**

At the end of the course, students will be able to

**CO1:** Explain the concepts and development of different types of extension education.

**CO2:** List and explain agriculture extension development programmes of GoI and new trends in agricultural extension.

**CO3:** Summarize different systems and schemes for community and rural development.

**CO4:** Examine programmes for social justice, women development and explain training in rural leadership, extension administration and also for professional qualification.

**CO5:** Outline different extension systems, communication models, agricultural journalism, innovation and adoption processes.

**THEORY**

**UNIT- I: (6Hrs)**

1. Education - Meaning, definition and Types – Formal, non-formal and informal education Extension Education – Meaning, definition, concepts - Characteristics, scope and process.

2. Objectives and principles of extension education.

3. Extension programme planning – Meaning, process, principles.

4. Extension programme planning – Steps in programme development.

5. Extension systems in India.

6. Extension efforts in pre-independence era – Sriniketan, Marthandam, Sevagram, Firka Development Scheme, Gurgaon Experiment, etc.

**UNIT-II: (6hrs)**

1. Extension efforts in post-independence era - Etawah pilot project, Nilokheri experiment etc.

2. Extension/Agriculture development programme launched by ICAR/Govt. of India – IADP, IAAP and HYVP.

3. Extension / Agriculture development programme launched by ICAR / Govt. of India – SFDA, MFAL and T & V System.

4. a) Extension / Agriculture development programme launched by ICAR / Govt. of India, KVK, ORP and ND.

b) IVLP.

5. a) Extension / Agriculture development programmes launched by ICAR / Govt. of India – NATP, ATMA, SREP, ATIC. b) NAIP.

6. New trends in agriculture extension – Privatization extension and cyber extension / e-extension.

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**UNIT-III: (6hrs)**

1. New trends in agriculture extension – Market led extension, farmer-led extension, expert systems, etc.

2. Community development – Meaning, definition, concept and principles - Philology of C.D.

3. Rural development - Meaning, definitions, concept, characteristics, objectives, importance and problems in rural development.

4. Rural development launched by Govt. of India – National Extension Service (NES), Panchayat Raj Systems/ Democratic Decentralization and Panchayat Raj – Need.

5. Rural development launched by Govt. of India – Three tiers of Panchayat Raj system – Powers, functions and organization set up -Mandal system in Andhra Pradesh.

6. Social justice and poverty alleviation programmes – ITDA, IWDP and NERP.

**UNIT-IV: (6hrs)**

1. Social justice and poverty alleviation programmes – IRDP, JRY, SGRY, SGSY and MGNREGP.

2. Women development programmes – ICDS, DWCRA, RMK, MSY, ANTWA and IKP.

3. Participatory Rural Appraisal (PRA)

4. Rural leadership - Meaning, definition and concept, types of leaders in rural context, roles of leaders and different methods in selection of a leader.

5. Training of leaders – Lay and professional leaders, advantages and limitations in using local leaders in Agricultural Extension.

6. Extension administration - Meaning, definition and concept, principles and functions - Monitoring and evaluation – Meaning, definition and concept, objectives - Types and importance and monitoring and evaluation of extension programmes.

7. Transfer of technology - Concept and models and capacity building of extension personnel farmers – Training – Meaning, definition, types of training – Pre-Service training - In-service, orientation, induction training, refresher training and training for professional qualification.

**UNIT-V: (6hrs)**

1. Training of farmers, farm women and rural youth – Farmers’ Training Centre (FTC) - Objectives – Training organized - District Agricultural Advisory and Transfer of Technology Centre (DAATTC) – Objectives.

2. Extension teaching methods - Meaning, classification, individual, group and mass contact methods, media mix strategies and communication - Meaning and definition

3. Functions of communication, models – Aristotle, Shannon, Weaver, Berlo, Schramm, J.P. Leagans, Rogers and Shoemaker, Litterer, Westley – Macleans and barriers to communication.

4. Agriculture journalism – Meaning – Scope – Importance - Characteristics of News – Factors determining the News value – Types of News and sources of News.

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5. Diffusion and adoption of innovation - Meaning, definition, concepts and process and stages and Models of adoption process – Five (5) and Seven (7) stage models - Attributes of innovation – Relative advantage, compatibility, complexity, trialability – observability and predictability.

6. Innovation – Decision process – Meaning – Stages (Knowledge, persuasion, decision, implementation andconfirmation) - 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.

7. Adopter categories and their characteristics - Factors influencing adoption process – Social, personal and situational.

**REFERENCES TEXT BOOKS:**

1. Adivi Reddy, A. 2006. Extension Eduation. 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. NayaProkash/Kalyani Publishers, Kalkatta/Ludhiana.
6. Rayudu, C.S. 1997. Communication. Himalaya Publishing House, New Delhi.
7. Rogers, E.M. 2003. Diffusion of Innovation. Free Press, New Delhi.
8. Soma Sundaram, T. 1977. Producing Agricultural Information Materials. Kansas State University, USA and APAU, Hyderabad.

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