

SEMESTER - I

Course 1st Fundamentals of Bio-Statistics and Computer Applications
Code : J-104 M.M. : 50+50

Course 2nd Fundamentals of Extension Education
Code: J-151 M.M.:50+50 Hrs: 4

- Unit I Meaning and aims of education and their implications in extension education. Concept, meaning, philosophy, principles, objectives and scope of extension education.
- Unit II Genesis and Growth of extension education as a scientific discipline and profession. Conceptual and philosophical similarities and dissimilarities among formal education, extension education, adult education and distance education.
- Unit III Earlier extension efforts and their implications for India's agricultural extension approaches. Comparative analysis of agricultural extension approaches of different countries e.g. USA, Japan, UK, China and Israel.
- Unit IV Extension approaches of state and central govts. ICAR, SAUs, NGOs and other organizations of extension services. Emerging issues, problems and challenges of extension education.
- Unit V Linkages between research – extension agents – Farmers – Industry in the generation, dissemination and utilization of scientific, farming practices. Privatization of extension services and implications of world trade organization on extension services.

B. Ravi

22/6/20

1059

Ch. Ravi

Course 3rd Extension Techniques and Audio-Video Aids

Code: J-31

M.M.: 50+50

Hrs: 4

Unit I Teaching learning process and its principles. Steps in extension teaching process, cone of experience; Learning situation. Criteria for effective teaching and learning.

Unit II Extension approaches in agricultural development – individual, group and mass approach (electronic and non-electronic). Relative merits and demerits of different teaching methods in agricultural extension.

Unit III Teaching Methods – Farm and Home Visits, Office Call, Demonstration, Group Discussion, Circular Letter, Educational Tours and Training Camps, Effective Communication, Preparation of Lesson Plans for Teaching.

Unit IV Historical Development of A.V. Aids as Media of Communication. Classification, Use and Evaluation of A.V. Aids. Selection criteria of A.V. Aids.

Unit V Multimedia Projection and Computer Aided Teaching Aids for Agri. Extension. Selection of Different Extension Methods for Dissemination of Agricultural Technologies and Media Mix.

Unit IV Historical Development of A. V. Aids as Media of Communication. Classification, Use and Evaluation of A.V. Aids Selection criteria of A.V. Aids.

Unit V Multimedia Projection and Computer Aided Teaching Aids for Agri. Extension. Selection of Different Extension Methods for dissemination of Agricultural Technologies and Media Mix.

B. K. Singh

20/01/22

4/2/22

Unit I Meaning, Definition, Nature, Scope and Importance of Rural Sociology for Extension Workers. Origin and Settlement of Villages. Characteristics of Rural Life. Difference Between Rural and Urban Life.

Unit II Concept of Social Groups, Community and Society. Social Stratification-Meaning, Definition, Basis and Factors. Process and Theories of Social Change. Factors affecting change under rural settings. Concept of Social Values, Norms and Culture.

Unit III Concept and Theories of Rural Leadership. Methods to Identify Leadership. Emerging Pattern of Leadership and Importance of Informal Leaders in Extension Work.

Unit IV Cooperation - Meaning, Definition, Importance and Its Principles. Role of Co-operation in Rural Development. Rural Cooperative Institution.

Unit V Historical Background of Cooperation. Cooperative Movement of India. Reform Initiative - Vision of Autonomous and Competitive Cooperatives. Human Resources in Cooperatives.

Unit IV Cooperation - Meaning, Definition, Importance and Its Principles. Role of Co-operation in Rural Development. Rural Cooperative Institution.

Unit V Historical Background of Cooperation.. Cooperative Movement of India. Reform Initiative Vision of Autonomous and Competitive Cooperatives. Human Resources in cooperatives.

B. R. K.

20/04/20

15/5/20

Ch. in.

1. Study of C.D. Block and Training Centre under the following heads :
 - i. Staffing Pattern
 - ii. Organizational Setup
 - iii. Planning and Execution of Programs
 - iv. Annual Budget
 - v. Report
2. Visit to State Agricultural Universities and ICAR Institutes to Acquaint with their Extension System.
3. Study of Principles of Selection of Different A.V. Aids, Their Effective Combinations, Planning, Preparation and Evaluation.
4. ✓ Use of Different Teaching Methods in Field Situations. Review of Research Studies in Teaching Methods and A.V. Aids.
5. ✓ Sociological Survey of an Assigned Village.
6. ✓ Identification of Rural Leaders through Different Techniques e.g. Sociometric.

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SEMESTER - III

Course 11th Diffusion And Adoption of Innovations

Code: J-351

M.M.:50+50

Hrs.: 4

- Unit I Concept of Diffusion. Elements in Diffusion Process, Models and Theories of Diffusion. Strategies to Diffuse Innovations Among Resource Poor Farmers. Stages in Diffusion-Adoption Process.
- Unit II Concept and Stages of Adoption. Adoption Models. Adopter Categories and their Characteristics. Factors Influencing Adoption. Attributes of Innovations, Rate of Adoption and Sources of Information.
- Unit III Innovation - Meaning and its Characteristics. Decision making and Types of Innovation Decision i.e. Optional, Collective. Authority, Contingent. Consequences of Adoption of Innovation.
- Unit IV Role of change agents in transfer of Technology. Rural Youth Clubs and their Importance in Diffusion and Adoption of Innovations. Role of Communication in Diffusion and Adoption Process.
- Unit V Enhancing Adoption of Technologies - Farmers Typology and Adoption Behavior, Market Segmentation Approach to Describe Farmers Typology and Adoptive Behavior. Influence of Socio-Economic Characteristics. Nature of Agri. Knowledge System. Developing Environment of change setting the parameters.

B. R. S.

28/11/21

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- Unit I Concept, Meaning, Nature, Scope, Principles and Importance of Management. Evolution of Management Thoughts. Management by Objectives (MBO)
- Unit II Various Approaches to Organizational Theories. Basic Management Issues in Extension Organizations. Approaches to Management, Levels of Management, Quality and Skills of a Manager.
- Unit III Extension Management - Concept, Meaning, Principles, Importance and Classification of Functions of Management. Planning - Concept, Nature, Importance, Types and Making Planning Effective.
- Unit IV Change Management - Factors, Process and Procedures. Decision Making - Concept, Types of Decision, Styles, and Techniques of Decision Making. Steps in Decision Making Process, Guidelines for Making Effective Decisions.
- Unit V Organizing - Meaning of Organization, Concept, Principles, Organizational Structure, Span of Management, Departmentalization, Authority and Responsibility, Delegation and Decentralization, Line and Staff Relations.

B. K. S.

28/10/21

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Am

Course 13th Rural Welfare Programmes

Code: J-353

M.M.: 50+50

Hrs.: 4

- Unit I Agriculture, It's Elements, The Concept of Welfare, Essentials and Accelerators for Agricultural Development, National and State Agencies.
- Unit II Meaning, Definition, Elements, Methods, Importance and Principles of Rural Welfare Programs. History of Rural Welfare Activities in India.
- Unit III Organizational Setup and Working of Rural Welfare Programs. Rural Welfare Programs Launched by Govt. of India, ICAR and other Agencies/NGOs.
- Unit IV Procedure of Obtaining Loans from Commercial and Co-operative Banks. Various Schemes of National Banks – Area Approach, Lead Bank Schemes and Loaning System. Role of Funding Agencies for Rural Welfare.
- Unit V Amenities and Services for Rural Welfare – Education, Health and Medical Facilities, Recreation and Utilization of Leisure.

B. R. Singh

Dr. S. K. Singh

4/3/21

Ch. S. Singh

Course 14th Extension Administration and Supervision

Code: J-354

M.M.:50+50

Hrs.: 4

- Unit I Principles of Extension Administration Compared to Public and Personnel Administration. Unique Features and Critical Analysis of Organizational Setup of Extension Administration at Block, District, State and Central Levels in the Country.
- Unit II Coordination – Concept, Need, Types, Techniques of Effective Coordination. Interpersonal Relations in the Organization. Responsibility Vs Authority – Types of Authority, Problems of Span of Control. Leadership Approaches and Styles.
- Unit III Extension Administration – A Complex Problem of Decision Making Process. Staffing - Need and Importance, Manpower Planning, Recruitment, Placement and Orientation. Training and Development. Performance Appraisal – Meaning, Concept and Method. Direction – Concept, Principles and Requirement of Effective Direction.
- Unit IV Organization Communication – Concept, Process, Types, Networks, Barriers to Communication. Managing Work Motivation – Concept, Motivation and Performance Approaches to Motivation.
- Unit V Extension Supervision – Meaning, Responsibilities, Qualities, Functions of Supervision, Essentials of Effective Supervision. Managerial Control – Nature, Process, Types, Techniques of Control, Budgeting and Observation.

B. R. S.

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Course 15th Practical

Code: J-355

M.M.:100+100 Hrs. : 9

1. Study of Farm Families to know about adoption and non-adoption of Agricultural Technologies.
2. Study of reasons for adoption and non-adoption of Innovations.
3. Preparation of Schedule to Study the Management in An Agricultural Organization.
4. Visit to Agricultural Organization to understand the functions of management.
5. Study of Different Rural Programs running presently.
6. Study of Loans Advanced to Farmers from Different Banking Institutions.
7. Analysis and Discussion of Administrative Cases and Field Visits to Study Organizational Setup of Different Programs.
8. Identification of Problems Encountered by Different Level of Extension Personnel.

B. R. Singh

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SEMESTER III

Course 6th Statistical Methods in Agriculture
Code: J-201

M.M.: 50+50

Course 7th Communication Techniques
Code: J-251

M.M.: 50+50

Hrs: 1

- Unit I ¹³³₁₃₂ ⁷⁹₇₈ Concept, ¹³³₁₃₂ Meaning, Purpose, Process and Media of Communication. ¹³⁶₁₃₅ Models and Theories of Communication. ¹³⁶₁₃₅ Types of Communication - Intrapersonal, Interpersonal, Verbal and Non Verbal.
- Unit II Criteria for Effective Communication. Determinants of Communication - Credibility, ⁷⁹₇₈ Fidelity, Empathy, Distortion, Feed Back and Barriers in Communications.
- Unit III Role of Information Communication Technologies in Disseminating Rural Technologies. Effective Media Mix for Rural Audience. Traditional Media.
- Unit IV Group and Mass Communication - Concept, Scope and Theories of Development of Communication. Key Communicators and Their Role in Ag Development.
- Unit V Role of Information Support - Modern Communication Technologies. Electronic Media - Video-Text, Tele-Text, Tele-Conferencing, Computer Assisted Instructions and Micro Computers.

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SEMESTER-II

Course 6th Statistical Methods in Agriculture.

Code : J-204

M.M. : 50+50

Course 7th Communication Techniques

Code: J-251

M.M.:50+50

Hrs: 4

Unit I Concept, Meaning, Purpose, Process and Media of Communication. Models and Theories of Communication. Types of Communication -- Intrapersonal, Interpersonal, Verbal and Non Verbal.

Unit II Criteria for Effective Communication. Determinants of Communication - Credibility, Fidelity, Empathy, Distortion, Feed Back and Barriers in Communications.

Unit III Role of Information Communication *Technologies* in Disseminating Farm Technologies. Effective Media Mix *for rural* Audience. *Traditional* Media.

Unit IV Group and Mass Communication - Concept, Scope and Theories of Development of Communication. Key Communicators and Their Role in Ag Development.

Unit V Role of Information Support -- Modern Communication Technologies. Electronic Media -- Video-Text, Tele-Text, Tele-Conferencing, Computer Assisted Instructions and Micro Computers.

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- Unit I Meaning, Definition, Nature, Scope and Importance of Social and Educational Psychology in Extension Work. Different Approaches to Study Social Psychology.
- Unit II Perception – Nature, Laws and selectively in perception, factors in perception, importance of perception in extension work. Attitude – Nature, Theories, Measurement and change of attitude towards, farmers, formation of stereo types and prejudice, factors in attitude change.
- Unit III Motivation – Nature, Characteristics, Theories, Types and Techniques of motivating farm people. Emotion – Nature. Types of emotional response, theories and role of emotion in regulating the human behavior. Learning principles, theories of learning and experimental learning.
- Unit IV Intelligence – Nature, Theories and Measurement. Personality – Nature, Traits, Types, Biological and Socio-cultural determinants of personality. Group and individual behavior.
- Unit V Concept and Types of Groups – Typology and importance in rural development. Group structures – Attraction, coalition, communication and power. Processes in group development and group identity. Factors affecting group performance, Conflicts in groups and group belongingness.

B. Ravi

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Course 9th

Research Methods

Code: J-253

M.M.: 50+50

Hrs.: 4

- Unit I Concept, Nature and Scope of Research in Social Sciences. Types of Research – Fundamental, Applied and Action Research, Experimental and Non-Experimental Research. Variables – Types and Their Measurement.
- Unit II Selection and Formulation of Research Problem. Hypothesis – Importance, Selection Criteria (quality of workable hypothesis), Formulation and Testing of Hypothesis.
- Unit III Measurement and Levels of Measurement. Research Designs – Exploratory, Experimental and Ex-post-facto research design. Action research. Sampling methods – probability and non-probability sampling. Sources of errors.
- Unit IV Concept of scaling technique and its types i.e. Point Scale, Rating or intensity Scale, Ranking Scale, Equal Appearing Interval. Internal Consistency Scales. Use and need for Scaling in Extn. Research.
- Unit V Methods of data collection – Survey Method, Observation Method, Interview/Questionnaire Method, Case Study, Content Analysis. Sociometry and Projective Techniques. Action Research. Reliability and Validity of Measurements. Data Processing and Analysis. Report Writing.

B. R. K.

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Course 10th Practical

Code: J-255

M.M.:100+100 Hrs. : 9

1. Exercises in Oral Communication and Group Discussion.
2. Handling of Projectors, LCD Projector, Tape Recorders, Camera, TV, VCR, Radio and their upkeep.
3. Visit to Radio and TV stations to know about their programs and working system.
4. Practice on I.Q. Test and Preparation of Attitude Scales.
5. Study of structures and functioning of selected Self Help Groups (SHGs), Factors, Influencing of success/failure of SHGs.
6. Development of Research Tools i.e. Questionnaire and Schedule.
7. Selecting a Research Problem and Working it out with all the steps, report writing.

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SEMESTER – IV

• Course 16th Programme Planning and Evaluation

Code: J-451

M.M.:50+50

Hrs.: 4

- Unit I Importance of Programme Planning in Agricultural Extension. Objectives, Principles and Steps in Programme Planning Process. Role of Agricultural Extension Agencies, Local Leaders, Farmers and Institutions and Planning and Implementation of need-based Agricultural Extension Programmes.
- Unit II Genesis, Nature and Principles of Planning. Planning Commission and its Role. Five Year Plans with reference to Agricultural Development. Organizational Structure for Planning at Different Levels.
- Unit III Concept, Principles, Types and Methods of Evaluation. Importance of Monitoring Various Agricultural Development Programs.
- Unit IV Need Assessment – Meaning, Importance, Classification and Steps. Concept of Farming System Research (FSR), Participatory Approaches – Rapid Rural Appraisal (RRA) and Participatory Rural Appraisal (PRA).
- Unit V Project Management Techniques – Programme Evaluation and Review Technique (PERT). Critical Path Method (CPM). Project Formulation. Project Appraisal in Terms of Social Benefit Analysis, Logical Frame Work.

B. R. Singh

22/11/21

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Course 17th Agri Journalism and Mass Communication

Code: J-452

M.M.:50+50

Hrs.: 4

- Unit I Concept, Theories and Scope of Journalism. Agricultural Journalism as a means of Mass Communication, Its Forms and Role in Rural Development. Opportunities, Strengths, Limitations, Ethics and Principles of Journalism for Effective Writing.
- Unit II Basics of Writing – News Items, News Stories, Feature Articles, Research Articles, Success Stories, Magazine Articles, Farm Bulletins, Folders etc. Fundamentals of Lay-out in Writing
- Unit III Techniques of Collection of Materials for News Stories and Feature Articles. Art of Clear Writing – Reliability and Comprehension, Testing Procedure
- Unit IV Photo Journalism, Radio and TV Journalism – Methods and Techniques of Broadcasting of Farm Programmes. Techniques of Writing Scripts for Radio and TV.
- Unit V Rapport Building with Different Categories of Client Involved in Agri. Extn. Programmes. Art of Speaking. Importance of Listening and Reading. Relations with Press-Media. Organizing of Press Meet

B. K. Singh

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Course 18th Disaster Management

Code: J-453

M.M.:50+50

Hrs.: 4

- Unit I Disaster Management – Introduction, Natural Sources of Disaster, Man made Sources of Disaster and Aspects of Disaster Management.
- Unit II Segment or Elements of Environment – Concept of Different Elements i.e. Biosphere, Atmosphere, Hydrosphere and Lithosphere.
- Unit III Need for Public Awareness – Detrimental Consequences for Being Unaware of Environmental Protection Care. Augmenting Public Awareness for a Friendly Environment.
- Unit IV Population Explosion – Its Meaning, Causes and Effects. Different Family Welfare Programs in India.
- Unit V Human Rights – Meaning, Definition and Problems. Scenario of Human Rights in India. Functions of National Human Rights Commission (NHRC).

B. R. Reddy

22/04/2020

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Ch. V. S. R.

Course 19th Training for Development

Code: J-454

M.M.:50+50

Hrs.: 4

- Unit I Training and Education – Concept, Meaning and Relationship. Training Infrastructure for Extension Personal and Farmers in India. Role of Institutions, Organization and Participants in Success of Training Programmes.
- Unit II Organizational Developmental Training Planning, and Execution of Training Programmes, Appraisal and Training Need Assessment. Training Strategies, Models of Training.
- Unit III Training Methods – Lecture, Symposium, Workshop, Conference, Convention, Panel Discussion Case Methods, Role Playing, Psychodrama, Buzz Session, Group Discussion, Debates, Simulation Exercises Brain Storming Micro Lab Business Games etc.
- Unit IV Planning, Development, Execution, Evaluation and Follow up of Training Programs.
- Unit V Concept, Need and Prospectus of Entrepreneurship Developments. Entrepreneurial Abilities, Assessment and Development. Project Designing and Planning.

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