

Dr. Kamhar 1

Rajeev

Sachin Sahy

~~\_\_\_\_\_~~

SEMESTER II

Course 6<sup>th</sup> Statistical Methods in Agriculture  
Code: J-20

M.M.: 50+50

Course 7<sup>th</sup> Communication Techniques  
Code: J-251

M.M.: 50+50

Hrs: 1

Unit I <sup>133</sup> Concept, <sup>132</sup> Meaning, <sup>178</sup> Purpose, <sup>79</sup> Process and Media of Communication.  
<sup>172</sup> Models and Theories of Communication. <sup>136</sup> Types of Communication -  
<sup>76</sup> Intrapersonal, Interpersonal, Verbal and Non Verbal.

Unit II Criteria for Effective Communication. Determinants of Communication -  
Credibility, <sup>79</sup> Fidelity, Empathy, Distortion, Feed Back and Barriers in  
Communications.

Unit III Role of Information Communication Technologies in Disseminating Ag Partn  
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.

B. R. Sahy

28/11/20

\_\_\_\_\_

## SEMESTER-II

Course 6<sup>th</sup> Statistical Methods in Agriculture.

Code : J-204

M.M. : 50+50

Course 7<sup>th</sup> 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.

*B.R.*

~~\_\_\_\_\_~~

*28/1/20*

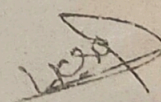
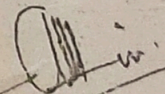
*P*

*[Signature]*

- 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. Ranby

28/1/20

Course 9<sup>th</sup>

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, Interval 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. 7

25/11/19

11/11/19

11/11/19

Course 10<sup>th</sup> 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.

B. R. S.

23/10/20

23/10/20

Shiv Singh

12-10-18 YES

SEMESTER - IV

• Course 16<sup>th</sup> 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

20/10/18

4530

CM

Course 17<sup>th</sup> 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

23/12/20

4239

Chini

**Course 18<sup>th</sup> 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. Bandyopadhyay

Z. S. S. S.

L. S. S.

Ch. S. S.

Course 19<sup>th</sup> 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.

B. R. R.

23/1/2020  
LCS

Ch. V.