

## SEMESTER - I

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

Course 2<sup>nd</sup> 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

29/10/20

10/11/20

Ch. Srinivas

Course 3<sup>rd</sup> Extension Techniques and Audio-Video Aids

Code: J-31

M.M.: 50+50

Hrs: 3

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.

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.

Bhaskar

20/10/22

4/10/22

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.

20/1/20

1/2/20

Ch. i.

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.

B. Bandy

20/12/22

1/2/23

Q. M. in

SEMESTER - III

Course 11<sup>th</sup> 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. Reddy*  
*1/2/2023*  
*AM*

- 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. S.

20/10/20

11/11/21

Am

Course 13<sup>th</sup> 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 Procédure 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. K. Singh

D. S. Sankar

~~U. S. Singh~~

A. S. Singh

Course 14<sup>th</sup> 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. B. B.

28/11/21

12/11/21

11/11/21

Course 15<sup>th</sup> 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. K. Singh

Dr. S. K. Singh

10/11/20

Ch. S. Singh