**M.Sc. (Ag). Agricultural Extension Education**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course N0.** | **Course Title** | **Credit** | **Theory Marks** | | **Practical**  **Marks** | **Total** |
| **Mid Term** | **Final** |
| **Semester wise Course Distribution** | | | | | | |
| **Ist Semester** | |  |  |  |  |  |
| **EXT 511** | Development perspectives of extension education | **2+1** | **30** | **50** | **20** | **100** |
| **EXT512** | Development communication and information management | **2+1** | **30** | **50** | **20** | **100** |
| **EXT 513** | Diffusion and adoption of innovations | **2+1** | **30** | **50** | **20** | **100** |
| **STAT 551** | **Statistical Methods( As per syllabus of Gen. and plant breeding/ entomology etc)** | **3+0** | **50** | **50** | **-** | **100** |
|  | **Total** | **12** |  |  |  | **400** |
| **IInd Semester** | |  |  |  |  |  |
| **EXT522** | Entrepreneurship Development and Management in Extension | **2+1** | **30** | **50** | **20** | **100** |
| **EXT 523** | Human Resource Development | **2+1** | **30** | **50** | **20** | **100** |
| **EXT 524** | Participatory Methods for Technology Development and Transfer | **2+1** | **30** | **50** | **20** | **100** |
| **EXT 611** | Advances in agricultural extension | 1+1 | **30** | **50** | 20 | **100** |
|  | **Total** | **11** |  |  |  | **400** |
| **IIIrd Semester** | |  |  |  |  |  |
| Ext 521 | E-Extension | **2+1** | **30** | **50** | **20** | **100** |
| Ext 531 | Research methods in Behavioural Sciences | **2+1** | **30** | **50** | **20** | **100** |
| Ext 532 | Visual communication | **2+1** | **30** | **50** | **20** | **100** |
|  | **Total** | 9 |  |  |  | **300** |
| **IVth Semester** | |  |  |  |  |  |
| Ext 510 | Gender Sensitization for Development | **1+1** | **30** | **50** | **20** | **100** |
| **Ext 591** | **Master Seminar** | **1+0** | **-** | **-** | **-** | **100** |
| **Ext 599** | **Master Research** | **20** | **-** | **-** | **-** | **100** |
|  | **Total** | **23** |  |  |  | **300** |
|  | **Grand Total( 12+11+9+23)** | **55** |  |  |  | **1400** |

**EXT 511 DEVELOPMENT PERSPECTIVES OF EXTENSION EDUCATION 3(2+1)**

**Objective**

The course is intended to orient the students with the concept of extension education and its importance in Agriculture development and also to expose the students with various Rural development programmes aimed at poverty alleviation and to increase employment opportunites and their analysis. Besides, the students will be learning about the new innovations being brought into the Agricultural Extension in India.

**Theory**

UNIT I Extension Education – Meaning, objectives, concepts, principles and philosophy, critical analysis of definitions – Extension Education as a Profession – Adult Education and Distance Education.

UNIT II Pioneering Extension efforts and their implications in Indian Agricultural Extension – Analysis of Extension systems of ICAR and SAU – State Departments Extension system and NGOs – Role of Extension in Agricultural University.

UNIT III Poverty Alleviation Programmes – SGSY, SGRY, PMGSY, DPAP, DDP, CAPART – Employment Generation Programmes – NREGP, Women Development Programmes – ICDS, MSY, RMK, Problems in Rural Development.

UNIT IV Current Approaches in Extension: Decentralised Decision Making, Bottom up Planning, Farming System Approach, Farming Situation Based Extension, Market – Led – Extension, Farm Field School, ATIC, Kisan Call Centres, NAIP.

**Practical**

Visit to Gram Panchayat to study on-going Rural Development Programmes, Visit to KVK, NGO and Extension centers of State Agricultural University and State Departments, Bottom up planning, Report preparation and presentations.

**Suggested Readings**

Chandrakandan KM, Senthil Kumar &Swatilaxmi. PS. 2005. Extension Education What? And What Not ? RBSA Publ. Gallagher K. 1999. Farmers Field School (FFS) – A Group Extension Process based on Non-Formal Education Methods. Global EPM Facility, FAO. Ganesan R, Iqbal IM &Anandaraja N. 2003. Reaching the Unreached: Basics of Extension Education. Associated Publishing Co. Jalihal KA &Veerabhadraiah V. 2007. Fundamentals of Extension Education and Management in Extension. Concept Publ. Khan PM. 2002. Textbook of Extension Education. Himalaya Publ. Ray GL. 2006. Extension Communication and Management. Kalyani Publ. Van Den Ban AW & Hawkins HS. 1998. Agricultural Extension .2nd Ed. CBS. Viswanathan M. 1994. Women in Agriculture and Rural Development. Printwell Publ.

**EXT 512 DEVELOPMENT COMMUNICATION AND** **INFORMATION MANAGEMENT 3( 2+1)**

**Objective**

In this course, students will learn about the concept, meaning and process of communication and various methods and modern media of communication.Besides, the students will also learn the information management and journalistic writing of various information materials and also study their readability.

Theory

Communication process – concept, elements and their characteristics – Models and theories of communication – Communication skills– fidelity of communication, communication competence and empathy, communication effectiveness and credibility, feedback in communication, social networks and Development communication – Barriers in communication, Message – Meaning, dimensions of a message, characteristics of a good message, Message treatment and effectiveness, distortion of message. Methods of communication – Meaning and functions, classification. Forms of communication – Oral and written communication, Non-verbal communication, interpersonal communication, organizational communication. Key communicators – Meaning, characteristics and their role in development.Media in communication – Role of mass media in dissemination of farm technology, Effect of media mix for Rural People. Modern communication media – Electronic video, Tele Text, Tele conference, Computer Assisted Instruction, Computer technology and its implications. Agricultural Journalism as a means of mass communication, Its form and role in rural development, Basics of writing – News stories, feature articles, magazine articles, farm bulletins and folders. Techniques of collection of materials for news stories and feature articles; Rewriting Art of clear writing, Readability and comprehension testing procedures; photo journalism, communicating with pictures, Radio and TV Journalism, Techniques of writing scripts for Radio and TV.

**Practical:**

**Suggested Readings**

Dahama OP & Bhatnagar OP. 2005. Education and Communication for Development. Oxford & IBH. Grover I, Kaushik S, Yadav L & Varma SK. 2002. Communication and Instructional Technology. Agrotech Publ. Academy.

Jana BL &Mitra KP. 2005. Farm Journalism. Agrotech Publ. Academy. Ray GL. 2006. Extension Communication and Management. Kalyani Publ. Rayudu CS.2002. Communication. Himalaya Publ. House. Reddy AA. 1987. Extension Education. Sree Lakshmi Press, Bapatla. Sandhu AS. 2004. Textbook on Agricultural Communication Process and Methods. Oxford & IBH.

**EXT 513 DIFFUSION AND ADOPTION OF INNOVATIONS 3{ 2+1)**

**Objective**

The students will learn how the agricultural innovations spread among the farmers in the society by getting into the insights of diffusion concept and adoption process, stages of adoption and innovation decision process, adopter categories and their characteristics, opinion leaders and their characteristics, attributes of innovations, and factors influencing adoption. In addition, the students would be learning various concepts related to diffusion and adoption of innovations.

**Theory**

Diffusion – concept and meaning, elements; traditions of research on diffusion; the generation of innovations; innovation-development process; tracing the innovation-development process, converting research into practice. The adoption process- concept and stages, dynamic nature of stages, covert and overt processes at stages, the innovation-decision process – a critical appraisal of the new formulation. Adopter categories – Innovativeness and adopter categories, adopter categories as ideal types, characteristics of adopter categories; Perceived attributes of Innovation and their rate of adoption, factors influencing rate of adoption. Diffusion effect and concept of over adoption, opinion leadership- measurement and characteristics of opinion leaders, monomorphic and polymorphic opinion leadership, multi-step flow of innovation; concepts of homophily and heterophily and their influence on flow of innovations; Types of innovation-decisions – Optional, Collective and Authority and contingent innovation decisions; Consequences of Innovation-Decisions – Desirable or Undesirable, direct or indirect, anticipated or unanticipated consequences; Decision making – meaning, theories, process, steps, factors influencing decision – making.

**Practical**

Case studies in individual and community adoption process, content analysis of adoption studies, Identification of adopter categories on a selected technology, study of attributes of current farm technologies, Identification of opinion leaders, Sources of information at different stages of adoption on a selected technology, study of factors increasing or retarding the rate of adoption, presentation of reports on adoption and diffusion of innovations.

**Suggested Readings**

Dasgupta. 1989. Diffusion Agricultural Innovations in Village India. Wiley Eastern. Jalihal KA &Veerabhadraiah V. 2007. Fundamentals of Extension Education and Management in Extension. Concept Publ. Co. Ray GL. 2005. Extension Communication and Management. Kalyani Publ. Reddy AA. 1987. Extension Education. Sree Lakshmi Press, Bapatla. Rogers EM. 2003. Diffusion of Innovations. 5th Ed. The Free Press, New York.

**EXT 521 E- EXTENSION 3( 2+1 )**

**Objective**

Students will gain knowledge and skills in understanding the concepts of Information and communication technologies and how these ICT tools can be used for Agricultural Extension. Besides, he studies various ICT projects which are successful in delivering the services to the clientele fulfilling the objective of Transfer of Technology i.e. Reaching the unreached.

**Theory**

ICTs- Concept, definition, tools and application in extension education. Reorganizing the extension efforts using ICTs, advantages, limitations and opportunities. ICTs projects, case studies in India and developing world. Different approaches (models) to ICTs. ICT use in field of extension- Expert systems on selected crops and enterprises; Self learning CDs on package of practices, diseases and pest management, Agricultural web sites and portals related crop production and marketing etc. Community Radio, Web, Tele, and Video conferencing. Computer Aided Extension. Knowledge management, Information kiosks, Multimedia. Online, Offline Extension. Tools-Mobile technologies, e-learning concepts.ICT Extension approaches-pre-requisites, information and science needs of farming community. Need integration. Human resource information. Intermediaries. Basic e-extension training issues. ICT enabled extension pluralism. Emerging issues in ICT.

**Practical**

Agril.content analysis of ICT Projects. Handling of ICT tools. Designing extension content. Online extension service. Project work on ICT enabled extension. Creation of extension blogs. Visit to ICT extension projects.

**Suggested Readings**

Batnakar S &Schware R. 2000. Information and Communication Technology in Development- Cases from India. Sage Publ. Meera SN. 2008. ICTs in Agricultural Extension: Tactical to Practical. GangaKaveri Publ. House. JangamWadiMath, Varanasi. Willem Zip. 1994. Improving the Transfer and Use of Agricultural Information - A Guide to Information Technology. The World Bank, Washington.

**EXT 522 ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT IN EXTENSION 3(2+1)**

**Objective**

The first part of the course is intended to provide overall picture of planning and development of enterprises for extending sustainable livelihoods for rural people. The second part of the course is structured to help the students to gain knowledge and skills in different concepts and techniques of management in extension organizations.

**Theory**

Entrepreneurship – Concept, characteristics, Approaches, Theories, Need for enterprises development. Agri – entrepreneurship – Concept, characteristics, Nature and importance for sustainable Livelihoods. Traits of entrepreneurs – Risk taking, Leadership, Decision making, Planning, Organising, Coordinating and Marketing, Types of Entrepreneurs. Stages of establishing enterprise – Identification of sound enterprise, steps to be considered in setting up an enterprise, feasibility report, product selection, risk and market analysis, legal requirements. Project Management and Appraisal – Market, Technical, Financial, Social Appraisal of Projects.

Micro enterprises – Profitable Agri enterprises in India – Agro Processing, KVIC industries. Micro financing – meaning, Sources of Finance, Banks, Small scale industries development organizations. Marketing for enterprises – Concept, planning for marketing, target marketing, Competition, market survey and strategies, Product sales and promotion. Gender issues in entrepreneurship development – Understanding gender and subordination of women, Gender as a development tool, Policy approaches for women entrepreneurship development. Success and Failure stories for enterprises – Issues relating to success and failure of enterprises – Personal, Production, Finance, Social, Marketing. Management – Meaning, concept, nature and importance, Approaches to management, Levels of management, Qualities and skills of a manager. Extension Management – Meaning, Concept, Importance, Principles of management, Classification of Functions of Management. Planning – Concept, Nature, Importance, Types, Making planning effective. Change Management – factors, process and procedures. Decision making – Concept, Types of decisions, Styles and techniques of decision making, Steps in DM Process, Guidelines for making effective decisions. Organizing – Meaning of Organization, Concept, Principles, Organizational Structure, Span of Management, Departmentalization, Authority and responsibility, Delegation and decentralization, line and staff relations. Coordination – Concept, Need, Types, Techniques of Coordination. Interpersonal relations in the organization. Staffing – Need and importance, Manpower planning, Recruitment, Selection, Placement and Orientation, Training and Development – Performance appraisal – Meaning, Concept, Methods. Direction – Concept, Principles, Requirements of effective direction, Giving orders, Techniques of direction. Leadership – Concept, Characteristics, Functions, Approaches to leadership, Leadership styles. Organizational Communication – Concept, Process, Types, Net Works, Barriers to Communication. Managing work motivation – Concept, Motivation and Performance, Approaches to motivation. Supervision – Meaning, Responsibilities, Qualities and functions of supervision, Essentials of effective supervision. Managerial Control – Nature, Process, Types, Techniques of Control, Budgeting, Observation, PERT and CPM, MIS.

**Practical**

Field visit to Successful enterprises-Study of Characteristics of Successful entrepreneurs Development of Project Proposal -Case Studies of Success / Failure enterprises-Exercise on Market Survey-Field visit to Financial institutionsSimulated exercise to understand management process-Field visit to extension organizations to understand the functions of management -Group exercise on development of short term and long term plan-Simulated exercise on techniques of decision making-Designing organizational structure -Group activity on leadership development skills.

**Suggested Readings**

Gupta CB. 2001. Management Theory and Practice. Sultan Chand & Sons. Indu Grover. 2008. Handbook on Empowerment and Entrepreneurship. AgrotechPublic Academy. Khanka SS. 1999. Entrepreneurial Development. S. Chand & Co. Singh D. 1995. Effective Managerial Leadership. Deep & Deep Publ. Tripathi PC & Reddy PN. 1991. Principles of Management. Tata McGraw Hill. Vasanta Desai. 1997. Small Scale Industries and Entrepreneurship. Himalaya Publ. House.

**EXT 523 HUMAN RESOURCE DEVELOPMENT (HRD) 3( 2+1)**

**Objective**

To orient the students about key concepts importance, scope & conceptual frame work, growth & development of Human Resource Development, Subsystems of Human Resource Development for extension organization and process of HRD.

Theory

Human Resource Development – Definition, Meaning, Importance, Scope and Need for HRD; Conceptual frame work, inter disciplinary approach, function systems and case studies in HRD; HRD Interventions – Different Experiences; Selection, Development & Growth- Selection, Recruitment, Induction Staff Training and Development, Career planning; Social and Organizational Culture: Indian environment perspective on cultural process and social structure, society in transition; Organizational and Managerial values and ethics, organizational commitment ; Motivation productivity - job description – analysis and evaluation; Performance Appraisal. Human Resource management: Collective bargaining, Negotiation skills; Human Resource Accounting (HRA): What is HRA? Why HRA? Information Management for HRA and Measurement in HRA; Intra personal processes: Collective behaviour, learning, and perception ; Stress and coping mechanisms; Inter-Personal Process, Helping Process – communication and Feedback and interpersonal styles; Group & Inter group process: group information and group processes; Organizational communication, Team building Process and functioning, Conflict management, Collaboration and Competition; HRD & Supervisors: Task Analysis; Capacity Building – Counseling and Mentoring; Role of a Professional Manager: Task of Professional Manager – Responsibility of Professional Manager; Managerial skills and Soft Stills required for Extension workers; Decision Making: Decision Making models, Management by Objectives; Behavioural Dynamics :Leadership styles – Group dynamics. Training – Meaning, determining training need and development strategies – Training types, models, methods and evaluation; Facilities for training – Trainers training – techniques for trainees participation; Research studies in training extension personnel; Main issues in HRD: HRD culture and climate – organizing for HRD – emerging trends and Prospective.

**Practical**

Visit to different training organizations to review on going activities & facilities; Analysis of Training methods followed by training institutions for farmers and extension workers Studies on evaluation of training programmes; Study of HRD in organization in terms of performance, organizational development, employees welfare and improving quality of work life and Human resource information, Presentation of reports.

**Suggested Readings**

Agochiya D. 2002. Every Trainer’s Handbook. Sage Publ. David Gross. 1997. Human Resource Management - The Basics. TR Publ. Davis Keth&Newston W John 1989. Human Behaviour at Work. 8th Ed. McGraw-Hill. Hersey Paul &Balanchard H Kenneth. 1992. Management of Organizational Behaviour Utilizing Human Resource. 5th Ed. Prentice-Hall of India. Knoontz Harold &Weihhrich Heinz 1990. Essentials of Management. 5th Ed. McGraw-Hill. Lynton RP &Pareek U. 1993. Training for Development. DB. Taraporewale Sons & Co. Punna Rao P & Sudarshan Reddy M. 2001. Human Resource Development Mechanisms for Extension Organization. Kalyani Publ. Rao TV. 2003. Readings in Human Resource Development. Oxford Publ. Co. Silberman Mel. 1995. Active Training. Press Johnston Publ. Co., New Delhi. Singh RP. 2000. Management of Training Programmes. Anmol Publ. Subba Rao P. 2005. Management & Organizational Behaviour. Himalaya Publ. House. Sundaram RM, Gupta V, George SS. 2006. Case Studies in Human Resource Management. ICFAI, Hyderabad. Tripati& Reddy. 2004. Principles of Management. Tata McGraw-Hill. Wayne MR & Robert MN. 2005. Human Resource Management. International Ed. Pearson Prentice Hall.

**EXT 524 PARTICIPATORY METHODS FOR TECHNOLOGY DEVELOPMENT AND TRANSFER 3(2+1)**

**Objective**

This course is intended to orient the students with the key concepts, principles process of different participatory approaches for technology development and transfer and also to expose the students with various participatory tools and techniques like space related, time related, relation oriented methods. Besides the students will be learning the preparation of action plans participatory monitoring and evaluation.

**Theory**

Participatory extension – Importance, key features, principles and process of participatory approaches; Different participatory approaches (RRA, PRA, PLA, AEA, PALM, PAR, PAME, ESRE, FPR) and successful models. Participatory tools and techniques. Space Related Methods : village map (social & resource), mobility services and opportunities map and transect; Time related methods : time line, trend analysis, seasonal diagram. Daily activity schedule, dream map; Relation oriented methods : cause and effect diagram (problem tree), impact – diagram, well being ranking method, Venn diagram, matrix ranking, livelihood analysis. Preparation of action plans, concept and action plan preparation; Participatory technology development and dissemination; Participatory planning and management, phases and steps in planning and implementation aspects; Process monitoring, participatory evaluation.

**Practical**

Simulated exercises on space related methods, time related method and relation oriented methods; Documentation of PTD and dissemination; Preparation of action plan; Participatory monitoring and evaluation of developmental programmes.

**Suggested Readings**

Adhikary. 2006. Participatory Planning and Project Management in Extension Science. Agrotech Publ. Academy. Mukharjee N. 2002. Participatory Learning and Action. Concept Publ. Co. Singh BK. 2008. PRA/PLA and Participatory Training. Adhyayan Publ. & Distr. Somesh Kumar. 2002. Methods for Community Participation. VistaarPubl

**EXT 531 RESEARCH METHODS IN BEHAVIOURAL SCIENCE 3( 2+1)**

**Objective**

This course is designed with a view to provide knowledge and skills in methods of behavioural sciences research and student will learn the Statistical Package for Social Sciences ( SPSS) for choosing appropriate statistics for data analysis.

**Theory**

Research – Meaning, importance, characteristics. Behavioural sciences research – Meaning, concept and problems in behavioural sciences research. Types and methods of Research – Fundamental, Applied and Action research, Exploratory, Descriptive, Diagnostic, Evaluation, Experimental, Analytical, Historical, Survey and Case Study. Research design- meaning, purpose and criteria for research design. Types, advantages and limitations of each design. Variable – Meaning, types and their role in research. Definition – Meaning, characteristics of workable definitions, types and their role in research. Hypothesis- meaning importance and functions of hypothesis in research, types of hypothesis. Measurement – meaning and levels of measurement. Validity- meaning and methods of testing. Reliability –meaning and methods of testing. Sampling – universe, sample and sampling- meaning , basis for sampling, advantages and limitations. Data collection devices – social survey, its meaning, objectives, types and steps. Interview- meaning, purpose, types and techniques, advantages and limitations. Schedule –meaning, advantages and limitations. Questionnaires –meaning, difference between schedule and questionnaire, advantages and limitations of questionnaire.Questionnaires –meaning, difference between schedule and questionnaire, advantages and limitations of questionnaire.

**Practical** :

Selection and formulation of research problem- formulation of objectives and hypothesis, selection of variables based on objectives. Formulation of schedule and questionnaires for primary and secondary data.Formulation of secondary tables based on objectives of research. Writing of report, writing of thesis and research articles.

**Suggested Readings**

Chandrakandan K, Venkatapirabu J, Sekar V & Anand Kumar V. 2000. Tests and Measurements in Social Research. APH Publ. Kerlinger FN. 1973. Foundations of Behavioural Research. Holt Rhinehart. Kothari CR.1984. Research Methodology, Methods and Techniques. Chaitanya Publ. House. Krishnaswami OR &Ranganatham M. 2005. Methodology of Research in Social Sciences. Himalaya Publ. House. Mulay S &Sabaratnam VE.1983. Research Methods in Extension Education. Manasavan. Ranjit Kumar. 1999. Research Methodology - A Step by Step Guide for Beginners. Sage Publ. Ray GL &Sagar Mondal. 1999. Research methods in Social Sciences and Extension Education. NayaProkash. Wilkinson TS & Bhandarkar PC.1993. Methodology and Techniques of Social Research. Himalaya Publ.Home.

**EXT 532 VISUAL COMMUNICATION 3(2+1)**

**Objective**

This course is intended to give a clear perspective about the importance of visuals and graphics in communication. The course starts with the delineating about the characteristics of visuals and graphics followed by its main functions, theories of visual perception and its classification and selection. Further, the course deals with the designing the message, graphic formats and devices and presentation of data. It makes the students to understand, prepare and present the scientific data effectively by using low cost visuals. The course also exposes the students to various Digitized video material in multimedia and also enable to design visuals for print, TV and know-how about scanning of visuals.

**Theory**

Role of visuals & graphics in Communication. Characteristics of visuals & graphics. Functions of visuals and graphics. Theories of visual perception. Classification and selection of visuals. Designing message for visuals, Graphic formats and devices. Presentation of Scientific data. Principles and procuctionof low cost visuals. Photographs- reprographic visuals. PC based visuals. Degitized video material in multimedia production. Designing visuals for print and TV and video. Pre-testing and evaluation of visuals. Scanning of visuals.

**Practicals**

Preparation of low cost projected and Non-Projected visuals. Designing and layout of charts, posters, flash cards etc. Power point presentations. Generating computer aided presentation graphics. Scanning and evaluation of visuals.

**Suggested Readings**

Bhatia A. 2005. Visual Communication. Rajat Publications, New Delhi. Edgar Dale 1970. Audio Visual methods in Teaching. Holt, Rinehart & Winston. James WB, Richard BL, Fried F Harcleroad. 1952. A.V. Instructional Material & Methods. Mc.Graw Hill. Reddy YN. 1998. Audio Visual Aids in Teaching, Training and Extension. Haritha Publ. House, Hyderabad.

**EXT 510 GENDER SENSITIZATION FOR DEVELOPMENT 2(1+1)**

**Objective**

In this course the students will learn about an overview of the concept of gender and gender balance on development and develop skills of identifying gender roles, rights, responsibilities and relationships on development. Besides the students will also learn the attitudinal change to internalize gender equity concerns as fundamental human rights and also enhance the capability for identifying and analyzing gender issues in agriculture and allied sectors.

Theory

UNIT I

Gender concepts, issues and challenges in development; Gender roles, gender balance, status, need and scope; Gender analysis tools and techniques.

UNIT II

National policy for empowerment of women since independence; Developmental programmes for women; Gender mainstreaming in agriculture and allied sectors – need and relevance; Gender budgeting – A tool for empowering women.

UNIT III

Women empowerment –Dimensions; Women empowerment through SHG approach; Women entrepreneurship and its role in economic development; Public Private Partnership for the economic empowerment of women; Building rural institution for women empowerment; Women human rights ; Action plans for gender mainstreaming.

**Practical**

Visits to rural institutions of women for studying in the rural institutions engaged in Women empowerment; Visits to entrepreneurial unit of women for studying the ways and means of establishing entrepreneurship units for Women and their development and also SWOT analysis of the Unit; Visit to Center for women development - NIRD to study the different activities related to projects and research on gender; Visit to gender cell, Office of the Commissioner and Director of Agriculture, Hyderabad, to study the mainstreaming of gender concerns and gender budget of the department.

**Suggested Readings**

Grover I & Grover D. 2002. Empowerment of Women. Agrotech Publ. Academy. Porter F, Smyth I & Sweetman C.1999. Gender Works: OxfarmExperience in Policy and Practice. Oxfarm Publ. Raj MK. 1998. Gender Population and Development. Oxford Univ. Press. Sahoo RK &Tripathy SN. 2006. SHG and Women Empowerment. Anmol Publ. Sinha K. 2000. Empowerment of Women in South Asia. Association of Management Development Institution in South Asia, Hyderabad. Thakur Joshi S. 1999. Women and Development. Mittal Publ. Vishwanathan M. 1994. Women in Agriculture & RD. Rupa Books.

**EXT 611 ADVANCES IN AGRICULTURAL EXTENSION 2(1+1)**

**Objective**

By the End of the course student will be able to

• Critically analyze different Agricultural Extension approaches

• Understand Agricultural Knowledge Information System (AKISs) ITK

• Understand Advances in Extension - Cyber extension, ICT enabled extension services; Market Led Extension, Public Private Partnership, Mainstreaming gender in extension organizational Innovations. • Visualize implications of WTO - AOA and develop extension strategies.

• Understand extension reforms and Farmer Field Schools Decentralized Decision Making, bottom up planning, ATMA, FSBE & CIGs etc., ATIC, IVLP &Kisan Call Centres

**Theory**

UNIT I

Approaches of Agricultural Extension: A critical analysis of different approaches of agricultural extension. Importance and relevance of indigenous knowledge system, identification and documentation of ITK, Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, Training of Stakeholders of AKIS.

UNIT II

Cyber Extension - Concept of cyber extension, national and international cases of extension projects using ICT and their impact of agricultural extension, alternative methods of financing agricultural extension - Scope, limitations and experience and cases. Research - Extension -Farmer - Market linkage: Importance, Scope, Implications etc., Market - Led Extension, Farmer - Led Extension, Concept of Farm Field School, Farm School, Public - Private Partnership: Meaning, Models, Identification of various areas for partnership. Stakeholder’s analysis in Extension. Main streaming gender in Extension - Issues and Prospects.

UNIT III

Implications of WTO - AOA for extension services, re-orientation of extension services for agri-business and marketing activities, GOI-NGO collaboration to improve efficiency of extension.

UNIT IV

Extension and contemporary issues: Extension and issues related to rural poverty. Privatization of Extension. Intellectual Property Rights (IPRs). Extension Reforms in India - Decentralized decision making, Bottom up planning, Farming System and Situation based Extension Delivery System, Extension delivery through Commodity Interest Groups. Organization innovations in Extension - ATIC, IVLP, Kisan Call Centres.

**Practical**

Analysis of ITK systems, cases on integration of ITK and formal research system, Analysis of cases on cyber extension and privatization of extension. Analysis of ATMA and SREP. Practicing bottom up planning. Visit to Public-Private -Farmer partnership. Learnings from Food and Nutritional Security and bio-diversity Projects and Programmes.

**Suggested Readings**

Bagchi J. 2007. Agriculture and WTO Opportunity for India. Sanskruti. Chambers R, Pacy A &Thrupp LA. 1989. Farmers First. Intermediate Technology Publ. Crouch BR &Chamala S. 1981. Extension Education and Rural Development. Macmillan. John KC, Sharma DK, Rajan CS & Singh C. 1997. Farmers Participation in Agricultural Research and Extension Systems. MANAGE, Concept Publ. Co. Khan PM. 2002. Text Book of Extension Education. Himanshu Publ. Narasaiah ML. 2005. Agricultural Development and World Trade Organization. Discovery Publ. Talwar S. 2007. WTO Intellectual Property Rights. Serials Publ. Van den Ban BW & Hawkins BS. 1998. Agricultural Extension. S.K. Jain Publ. Venkaiah S. 2001. New Dimensions of Extension Education. Anmol Publ.