



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav Institute of Agriculture**  
**B.Sc. (Hons.) Agriculture**

**GUAGRI 105: Fundamentals Of Agricultural Extension Education**

Course Code	Course Name	TEACHING & EVALUATION SCHEME							
		THEORY			PRACTICAL		L	P	CREDITS
		END SEM University Exam	Two term exam*	Teachers Assessment*	END SEM University Exam	Teachers Assessment*			
GUAGRI 104	Fundamentals Of Agricultural Extension Education	50	30	00	15	05	2	1	3

**Legends:** L - Lecture; P – Practical; C-Credit;

\***Teacher Assessment** shall be based on following components: Quiz / Assignment / Project / Participation in Class,

**Course Objective:** Basic knowledge of Agriculture Extension education

**Course Outcomes**

1. Student will able to understand meaning and types of Extension Education
2. Student will able to understand how to transfer of agriculture technology to the farmers and mass

**Unit-1:**

Education: Meaning, definition & Types; Extension Education- meaning, definition, scope and process; objectives and principles of Extension Education; Extension Programme planning-Meaning, Process, Principles and Steps in Programme Development.

**Unit-2:**

Extension systems in India: extension efforts in pre-independence era (Sriniketan, Marthandam, Firka Development Scheme, Gurgaon Experiment, etc.) and post-independence era (Etawah Pilot Project, Nilokheri Experiment, etc.); various extension/ agriculture development programmes launched by ICAR/ Govt. of India (IADP, IAAP, HYVP, KVK, IVLP, ORP, ND,NATP, NAIP, etc.).

**Unit-3**

New trends in agriculture extension: privatization extension, cyber extension/ e-extension, market-led extension, farmer-led extension, expert systems, etc. Rural Development: concept, meaning, definition; various rural development programmes launched by Govt. of India.

**Unit-4**

Community Dev.-meaning, definition, concept & principles, Philosophy of C.D. Rural Leadership: concept and definition, types of leaders in rural context; extension administration: meaning and concept, principles and functions. Monitoring and evaluation: concept and definition, monitoring and evaluation of extension programmes;

**Unit-5**

Transfer of technology: concept and models, capacity building of extension personnel; extension teaching methods: meaning, classification, individual, group and mass contact methods, ICT Applications in TOT (New and Social Media), media mix strategies; communication: meaning and definition; Principles and Functions of Communication,



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models and barriers to communication. Agriculture journalism; diffusion and adoption of innovation: concept and meaning, process and stages of adoption, adopter categories.

**GUAGRI 105: Practical**

To get acquainted with university extension system. Group discussion- exercise; handling and use of audio visual equipment and digital camera and LCD projector; preparation and use of AV aids, preparation of extension literature – leaflet, booklet, folder, pamphlet news stories and success stories; Presentation skills exercise; micro teaching exercise; A visit to village to understand the problems being encountered by the villagers/ farmers; to study organization and functioning of DRDA and other development departments at district level; visit to NGO and learning from their experience in rural development; understanding PRA techniques and their application in village development planning; exposure to mass media: visit to community radio and television studio for understanding the process of programme production; script writing, writing for print and electronic media, developing script for radio and television.

**Books:**

1. Adivi Reddy, A. 2006. Extension Education. 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.

(Prof. Vinod Dhar)	(Dr. K. N. Guruprasad)	(Dr. Shishir Jain)	(Dr. Arvind Singh)
Chairperson - Board of Studies, SVVV, Indore	Dean-Faculty of Agriculture, SVVV, Indore	Controller of Examination, SVVV, Indore	Joint Registrar, SVVV, Indore