

# 4 Agricultural Extension

## TRIMESTER WISE DISTRIBUTION OF COURSES

### I TRIMESTER

		L	P
<b>PGS 502</b>	TECHNICAL WRITING AND COMMUNICATION SKILLS	1	1
<b>PGS 505</b>	AGRICULTURAL RESEARCH, RESEARCH ETHICS AND RURAL DEVELOPMENT PROGRAMMES	1	-
<b>AG EXT 501</b>	FUNDAMENTALS OF EXTENSION EDUCATION AND EXTENSION PROGRAMMES	3	1
<b>AG EXT 503</b>	FUNDAMENTALS OF PSYCHOLOGY	2	1
<b>AG EXT 551</b>	FUNDAMENTALS OF COMMUNICATION	3	1
<b>AG EXT 553</b>	DIFFUSION AND ADOPTION OF INNOVATIONS	2	1
<b>AG EXT 557</b>	TRAINING FOR HUMAN RESOURCE DEVELOPMENT	3	1
<b>AG EXT 601</b>	ADVANCES IN AGRICULTURAL EXTENSION	3	1
<b>AG EXT 602</b>	MONITORING, EVALUATION AND IMPACT ASSESSMENT TECHNIQUES	3	1
<b>AG EXT 604</b>	ADVANCED MANAGEMENT TECHNIQUES	2	1
<b>AG EXT 605</b>	DEVELOPMENT COMMUNICATION	2	1
<b>AG EXT 691</b>	SEMINAR	1	

### II TRIMESTER

<b>AGR 008</b>	ON FARM EDUCATION AND VISITS TO DIFFERENT INSTITUTIONS	-	2
<b>PGS 502</b>	TECHNICAL WRITING AND COMMUNICATION SKILLS	1	1
<b>PGS 505</b>	AGRICULTURAL RESEARCH, RESEARCH ETHICS AND RURAL DEVELOPMENT PROGRAMMES	1	-
<b>AG EXT 502</b>	RURAL SOCIOLOGY AND DYNAMICS OF PLANNED CHANGE	3	1
<b>AG EXT 505</b>	E- EXTENSION	2	1
<b>AG EXT 509</b>	PARTICIPATORY METHODS FOR TECHNOLOGY DEVELOPMENT AND TRANSFER	2	1
<b>AG EXT 552</b>	EXTENSION METHODS AND COMMUNICATION TECHNOLOGY	3	1
<b>AG EXT 556</b>	ORGANIZATIONAL BEHAVIOUR	2	1
<b>AG EXT 559</b>	METHODS OF SOCIAL RESEARCH	3	1
<b>AG EXT 603</b>	VISUAL AND GRAPHIC COMMUNICATION	1	2
<b>AG EXT 691</b>	SEMINAR	1	-

### III TRIMESTER

<b>AGR 015</b>	BASICS OF EXTENSION EDUCATION	1	1
<b>PGS 502</b>	TECHNICAL WRITING AND COMMUNICATION SKILLS	1	1
<b>PGS 505</b>	AGRICULTURAL RESEARCH, RESEARCH ETHICS AND RURAL DEVELOPMENT PROGRAMMES	1	-
<b>AG EXT 504</b>	DIGITAL PHOTOGRAPHY	1	2
<b>AG EXT 510</b>	GENDER SENSITIZATION FOR DEVELOPMENT	1	1
<b>AG EXT 511</b>	PERSPECTIVES OF DISTANCE EDUCATION	1	1
<b>AG EXT 512</b>	MARKET-LED EXTENSION MANAGEMENT	1	1
<b>AG EXT 554</b>	AGRICULTURAL JOURNALISM	3	1
<b>AG EXT 555</b>	FUNDAMENTALS OF MANAGEMENT IN EXTENSION	2	1
<b>AG EXT 558</b>	ENTREPRENEURSHIP DEVELOPMENT	2	2
<b>AG EXT 606</b>	TECHNIQUES OF MEASUREMENT IN BEHAVIOURAL SCIENCES	3	1
<b>AG EXT 691</b>	SEMINAR	1	-

#### Core Courses

**M.Sc.:** AG EXT 501, AG EXT 502, AG EXT 505, AG EXT 553, AG EXT 555 and AG EXT 559

**Ph.D.:** AG EXT 512, AG EXT 556, AG EXT 601, AG EXT 602 and AG EXT 606

## UNIT II

Use of charts, graphs, tables, diagrams and photographs, scientific photography, Graphic formats, typology, Presentation of scientific data, general and exact data, Editing, Proof reading, Bibliography

## UNIT III

Role of visuals in Communication; Characteristics of visuals, functions of visuals and graphics; Theories of visual perception; Classification of visuals, visual formats, Selection of visuals, Preparing lecture slides – content, limitation and layout; its utility in preparing presentations for research papers and other publications, Public speaking.

### Practicals

Writing technical reports, research papers, preparing graphics, preparing computer based presentations.

### Suggested Readings

Day, Robert A. and Gastel, Barbara 2006. How to Write and Publish a Scientific Paper. 6<sup>th</sup> Edition, Cambridge University Press, U.K.

Matthews, Janice R. and Matthews, Robert W. 2008. Successful Scientific Writing. 3<sup>rd</sup> Edition, Cambridge University Press, U.K.

Turk, Christopher and Kirkman, John 1994. Effective Writing. Second Edition, E&FN Spon, London

James W.B., Richard B.L., Fried F. Harcleroad. 1952. A.V. Instructional Material & Methods. McGraw Hill.

Lucas, S.E. 2007. The Art of Public Speaking, 10th Edition; New York: McGraw-Hill.

## **PGS 505 AGRICULTURAL RESEARCH, RESEARCH ETHICS AND RURAL DEVELOPMENT PROGRAMMES (1L+0P) I, II, III**

### Objective

The course intends to sensitize the scholars about the basic issues related with agricultural research, ethics in research as well as rural development. The scholars will be also educated about principles and philosophy of rural development and motivated towards practising and promoting ethics in research and developmental endeavours.

### Theory

#### UNIT I

History of agriculture in brief; Agricultural Research System - NARS and CGIAR; Agricultural Revolutions; Food and Livelihood Security; Climate Change - Mitigation and Adaptation;

#### UNIT II

Principles and foundations of research ethics; Publishing and Authorship, Plagiarism, Intellectual Property Rights and Policy, Researchers' responsibilities, Research participants' rights- consent, Privacy and confidentiality; Interviewing ethics; Agricultural research and bioethics; Incentives, Regulation and Activism for ethics; Ethics in agriculture-social contract, socio-economic issues, environment etc; Indigenous knowledge and benefit sharing.

### UNIT III

Ethics and development; Process and outcome of development; Vulnerable groups; Social justice and Equity; Gender sensitivity; Principles, policies and strategies for rural development, Overview of rural development programmes in India; Panchayati Raj Institution; Role of voluntary and non-governmental organisations in rural development.

#### Suggested Readings

- Thompson, P. 1997. *The spirit of the soil: Agriculture and environmental ethics*. New York: Routledge Press.
- Gadgil, M. and Guha, R. 1995. *Ecology and equity. The use and abuse of nature in contemporary India*. New Delhi: Penguin Books.
- Ableman, M. 2005. *Fields of plenty: A farmer's journey in search of real food and the people who produce it*. San Francisco: Chronicle Books.
- Agarwal, A. 2005. *Environmentality: Technologies of government and the making of subjects*. Durham, NC: Duke University Press.
- Minakshi Bhardwaj, Fumi Maekawa, Yuki Niimura, Darryl RJ Macer\*. 1999. *Ethics in Food and Agriculture: Views from FAO*.
- Rivera, Roberto and David Borasky 2009. *Research Ethics Training Curriculum, Family Health International*. P.O. Box 13950 Research Triangle Park, NC27709. USA
- Jain, L.C., Krishnamurthy, B.V. and Tripathi, P.M. 1986. *Grass without roots under Government Auspices*. Sage Publications, New Delhi
- Singh, Kartar 2001. *Rural Development – Principles, Policies and Management*. Sage Publications, New Delhi.

### AG EXT 501 FUNDAMENTALS OF EXTENSION EDUCATION AND EXTENSION PROGRAMMES (3L + 1P) I

#### 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 opportunities and their analysis. Besides, the students will be learning about the extension system worldwide and new dimensions of Agricultural Extension in India.

#### Theory

##### UNIT I

Origin and growth of extension in India and World, Meaning and aims of education and their implication to extension education, andragogy and pedagogy, Principles and theories of adult learning, Concepts, meaning and objectives of extension education, Analysis of various definitions of extension education, Conceptual and philosophical similarities and differences between extension education and extension work, community development, TOT, Role of extension in agricultural development.