

**Syllabus:- Course offered**

Sr. No.	Semester	Course No.	Credits	Course Title
1	I	EXTN 111	2(2+0)	Rural Sociology & Educational Psychology
2	II	EXTN 122	3(2+1)	Fundamentals of Agricultural Extension Education
3	II	EXTN 123	2(1+1)	Communication Skills and personality Developments (Common Course)
4	IV	ELE EXTN 244	3(2+1)	Agricultural Journalism
5	V	EXTN 355	2(1+1)	Entrepreneurship Development and Business Communication (Common Course)

<b>Course :</b>	EXTN 111		<b>Credit:</b>	2(2+0)	<b>Semester-I</b>
<b>Course title:</b>	Rural Sociology & Educational Psychology				

**a) Theory**

Lecture	Topic	Weightage (%)
1	Sociology :Meaning, definition	5
2, 3	Rural Sociology : Meaning, definition, scope, importance of Rural Sociology in agricultural extension and interrelationship between Rural Sociology and Agricultural Extension.	5
6, 7	Indian Rural Society : Important characteristics, differences between rural and urban societies.	10
8, 9	Social Groups : Meaning, definition, classification, factors considered in formation and organization of groups, and role of social groups in agricultural extension	5
10, 11	Social Stratification : Meaning, definition, functions, Basis for stratification, forms of social stratification, Characteristics and differences between class and caste system	5
12, 13	Cultural Concepts : Culture, customs, folkways, mores, taboos, rituals and traditions – Meaning, definition and their role in agricultural extension.	5

<b>Lecture</b>	<b>Topic</b>	<b>Weightage (%)</b>
14, 15	Social Values and Attitudes : Meaning, definition, types and role of social values and attitudes in agricultural extension.	5
16, 17	Social Institutions :Meaning, definition, major institutions in rural society : Marriage, family, and religion, functions and their role in agricultural extension.	5
18, 19	Social Control : Meaning, definition, need of social control and means of social control.	5
20, 21	Social Change : Meaning, definition, nature of social change, dimensions of social change and factors of social change.	5
22	Leader : Meaning, definition, types and their role in agricultural extension	5
23	Psychology and Educational Psychology : Meaning, definition, scope and importance of educational psychology in agricultural extension.	5
24	Behavior: Cognitive, affective, psychomotor domain	5
25, 26	Intelligence: Meaning, definition, types, factors affecting intelligence.	5
27, 28	Personality: Meaning, definition, types, factors influencing personality.	5
29, 30	Teaching-Learning Process : Meaning and definition of teaching, learning, Learning experience and learning situation, elements of learning situation and its characteristics, Principles of learning and their implication for teaching.	10
31	Perception: Meaning, definition, role of perception in agricultural extension	5
32	Motivation: Meaning, definition, role of motivation in agricultural extension	5
	<b>Total</b>	<b>100</b>

## Suggested Reading

- 1) Ray, G.L. (2003), Extension Communication and Management. Kalyani Publishers. Fifth revised and enlarged edition.
- 2) Dahama, O.P. and Bhatnagar, O.P. (2003). Education and Communication for Development. Oxford and IBH Publishing Co. Pvt. Ltd.
- 3) Sandhu, A.S. (1993) Textbook on Agricultural Communication: Process and Methods. Oxford and IBH Publishing Co. Pvt. Ltd.
- 4) Chitambar, J.B. (2008). Introductory Rural Sociology. New Age International (P) Limited.
- 5) Sachdeva, D. R. and Bhushan, V (2007). An Introduction to Sociology. KitabMahal Agency.
- 6) Chitambar, J.B. (1973). Introductory rural sociology. New York, John Wiley and Sons.
- 7) Desai, A.R. (1978). Rural sociology in India. Bombay, Popular Prakashan, 5<sup>th</sup> Rev. ed.
- 8) Doshi, S.L. (2007). Rural sociology. Delhi Rawat Publishers.
- 9) Jayapalan, N. (2002). Rural sociology. New Delhi, Altanic Publishers.
- 10) Sharma, K.L. (1997). Rural society in India. Delhi, Rawat Publishers.

<b>Course :</b>	EXTN 122		<b>Credit:</b>	3(2+1)	<b>Semester-II</b>
<b>Course title:</b>	Fundamentals of Agricultural Extension Education				

### Theory:-

Lecture	Topic	Weightage (%)
1	<b>Education:</b> Meaning, definition and types – Formal, informal and non formal education	2
2, 3, 4	<b>Extension Education-</b> Meaning, definition, need, scope and process; history, objectives, philosophy, principles and approaches.	10
5, 6	<b>Extension Programme Planning-</b> Meaning, process, principles and steps in programme development	5
7, 8	<b>Extension systems in India:</b> <ul style="list-style-type: none"> <li>▪ Extension efforts in pre-independence era : Sriniketan, Marthandam, Firka Development Scheme, Gurgaon Experiment</li> <li>▪ Post-independence era : Etawah Pilot Project, Nilokheri Experiment</li> <li>▪ Present extension System : Department of Agriculture : Structure, Function</li> </ul>	5
9, 10	<b>Various extension/ agriculture development programmes launched by ICAR/ Government of India :</b> Introduction, Objectives and Salient Achievements <ul style="list-style-type: none"> <li>▪ Intensive Agricultural District Programme (IADP)</li> </ul>	10

Lecture	Topic	Weightage (%)
	<ul style="list-style-type: none"> <li>▪ Intensive Agricultural Area Programme (IAAP)</li> <li>▪ High Yielding Varieties Programme (HYVP)</li> <li>▪ Institution-Village Linkage Programme (IVLP)</li> <li>▪ Operational Research Project (ORP)</li> <li>▪ National Agricultural Technology Project (NATP)</li> <li>▪ National Agricultural Innovation Project (NAIP)</li> <li>▪ Rashtriya Krishi Vikas Yojana (RKVY).</li> </ul>	
11, 12	<p><b>New trends in agricultural extension:</b> Meaning , Objectives, Salient features</p> <ul style="list-style-type: none"> <li>▪ Privatization in extension,</li> <li>▪ ICT in Extension education - Cyber extension/ e-extension,</li> <li>▪ Market-led extension,</li> <li>▪ Farmer-led extension,</li> </ul>	5
13	<p><b>Rural Development:</b> Concept, meaning, definition, objectives and genesis</p>	5
14, 15, 16	<p><b>Various rural development programmes launched by Government of India :</b> Introduction, Objectives and salient features</p> <ul style="list-style-type: none"> <li>▪ Swarnajayanti Gram Swarajgar Yojana (SGSY)</li> <li>▪ Indira Awas Yojana (IAY)</li> <li>▪ Mahatma Gandhi National Rural Employment Guarantee Act</li> <li>▪ Prime Ministers' Rozgar Yojana (PMRY)</li> <li>▪ District Rural Development Agency (DRDA)</li> <li>▪ Integrated Watershed Development Programme (IWDP)</li> <li>▪ Providing Urban Amenities in Rural Area (PURA)</li> <li>▪ Rashtriya Mahila Kosh – (National Credit Fund for Women)</li> <li>▪ Mahila Arthik Vikas Mahamandal (MAVIM)</li> </ul>	10
17	<p><b>Community Development. :</b> Meaning, definition, concept, principles and philosophy</p>	3
18	<p><b>Democratic Decentralization (Panchayati Raj) :</b> Meaning, Constitution and functions</p>	2
19	<p><b>Extension administration and management:</b> Meaning and concept, principles, functions and differences</p>	3
20	<p><b>Evaluation in Extension :</b> Meaning, definition, types of evaluation, monitoring and evaluation</p>	2
21, 22	<p><b>Transfer of technology programmes :</b> Lab to Land programme (LLP), National Demonstration (ND), Front Line Demonstration (FLD), KrishiVigyanKendras (KVK), Technology Assessment and Refinement Programme (TARP) of ICAR</p>	5
23, 24	<p><b>Capacity building of extension personnel and farmers :</b> Meaning, Training and Education, Types of training, Training institutes in India, Concept of Human Resource Development</p>	5
25, 26,	<p><b>Extension Teaching Methods and Audio-Visual Aids :</b> Meaning, definition, importance, classification, media mix</p>	10

Lecture	Topic	Weightage (%)
27	strategies; Factors affecting selection and use of methods and aids	
28, 29	<b>Communication: Meaning and definition;</b> elements, selected models and barriers to communication	10
30	<b>Agriculture journalism :</b> Meaning, definitions, news writing	3
31, 32	<b>Diffusion and adoption of innovation:</b> Concept and meaning, Attributes of innovation, Innovation decision process, adopter categories.	5
	<b>Total</b>	<b>100</b>

#### a) Practical

Experiment	Topic
1	Study of university extension system
2	Organizing group discussion- exercise
3	Handling and use of digital camera
4	Handling and use of LCD projector
5	Handling and use of Public Address System
6	Preparation of extension literature – leaflet, folder
7	Preparation of effective power point presentations
8	Writing of news story
9	Writing success story
10	Study of structure and functioning of DRDA
11	Study of structure and functioning of Department of Agriculture
12	Visit to NGO and learning from their experience in rural development
13	Visit to village to understand PRA techniques and their application in village development planning
14	Visit to community radio / television studio for understanding the process of programme production
15	Writing for print / electronic media
16	Developing script for radio / television

#### Suggested Readings

- 1) Dahama, O.P. and Bhatnagar, O.P. 1980. Education and Communication for Development. Oxford & IBH Publishing Co. Pvt. Ltd., New Delhi.
- 2) Dudhani, C.M.; Hirevenkatgoudar, L.V., Manjunath, L.; Hanchinal, S.N. and Patil, S.L. (2004). Extension Teaching Methods and Communication Technology, UAS, Dharwad.
- 3) Kamat, M.G. (1985). Writing for Farm Families. Allied Publishers, New Delhi.
- 4) Kelsey, L.D. and Hearne, G.C. (1963). Cooperative Extension Work, Comstar Publishing Associate, New York.

- 5) Mehta, D.S.(1981). Mass Communication and Journalism in India. Vikas Publication, New Delhi.
- 6) Ray, G.L. (1991). Extension Communication and Management. Noya Prakash, Calcutta.
- 7) Reddy, A.A 2005 Extension Education. Sri Lakshmi Press, Bapatla.
- 8) Rogers, E.M. 2003. Diffusion of Innovations. Free Press, New Delhi.
- 9) Samanta, R.K. (1990). Development Communication for Agriculture. BR Publishing Corporation, Delhi.
- 10) Sandhu, A.S. (1993).Textbook on Agricultural Communication : Process and Methods. Oxford and IBH Publishing Pvt.Ltd., New Delhi.
- 11) Singh, A.K., Lakhan Singh, R. and Roy Burman (2006). Dimensions of Agricultural Extension. Aman Publishing House, Mee

**Course Title:- Communication Skill and Personality Development**

**Course No:-EXTN-123**

**Semester : II (New)**

**Credit:-2 (1+1)**

Unit No	Lecture No.	Topic	Weightage
<b>Unit I</b>		<b>Communication Skills</b>	
	1	Meaning and Process of Communication	2
	2, 3	Verbal and Non Verbal Communication	5
	4,5	Public Speaking, Impromptu Presentation	5
	6,7	Individual Presentation, Group Discussion, Seminars and Conferences	5
<b>Unit II</b>		<b>Writing Skills</b>	
	8, 9, 10	Precise writing, Summarizing Abstracting	5
	11,12,13	Listening and Note Taking, field Diary and Lab Record	5
	14	Indexing, Footnote and Bibliographic Procedures	4
<b>Unit III</b>		<b>Personality Development</b>	
	15	Meaning and Definition of Personality	2
	16,17	Factors affecting Personality	4
	18	Personality Traits	3

**Practical**

1. Listening and Note Taking
2. **Oral Presentation Skill**
3. Individual and Group Presentation
4. Writing skills
5. field Diary and Lab Record
6. Indexing, Footnote and Bibliographic Procedures
7. Precise writing, Summarizing Abstracting
8. Organizing Group Discussion
9. Impromptu Presentation

**Suggested Reading:-**

1. Balasubramanian T: - A Text book of Phonetics for Indian Students
2. Balasubramanyam M: - Business Communication
3. Naterop Jean and Roy Revell: - Telephoning in English
4. Mohan Krishna and Meera Banerjee: - Developing Communication Skills
5. Sharma R C and Krishna Mohan: - Business Correspondence

<b>Course :</b>	ELE EXTN 244		<b>Credit:</b>	3(2+1)	<b>Semester-IV</b>
<b>Course title:</b>	Agricultural Journalism				

**a) Theory**

Lecture	Topic	Weightage (%)
1	<b>Journalism</b> : Meaning, definition, importance	5
2, 3	<b>Agricultural Journalism</b> : Meaning, definition, agricultural journalism in rural areas, problem and prospectus of agricultural journalism	10
4, 5, 6, 7	<b>Agricultural Journalism:</b> The nature and scope of agricultural journalism, characteristics and training of the agricultural journalist, how agricultural journalism is similar to and different from other types of journalism	10
8, 9, 10, 11	<b>Newspapers and magazines as communication media:</b> Characteristics; kinds and functions of newspapers and magazines, characteristics of newspaper and magazine readers	10
12, 13, 14, 15	<b>Form and content of newspapers and magazines:</b> Style and language of newspapers and magazines, parts of newspapers and magazines	10
16, 17,	<b>The agricultural story:</b> Types of agricultural stories, subject	10

18, 19	matter of the agricultural story, structure of the agricultural story	
20, 21, 22, 23	<b>Gathering agricultural information:</b> Sources of agricultural information, interviews, coverage of events, abstracting from research and scientific materials, wire services, other agricultural news sources	10
24, 25, 26, 27	<b>Writing the story:</b> Organizing the material, treatment of the story, writing the news lead and the body, readability measures	15
28, 29	<b>Illustrating agricultural stories:</b> Use of photographs, use of artwork (graphs, charts, maps, etc.), writing the captions	10
30, 31, 32	<b>Editorial mechanics:</b> Copy reading, headline and title writing, proofreading, lay outing	10
<b>Total</b>		<b>100</b>

#### b) Practical

Exercise	Topic
1	Practice in interviewing
2	Covering agricultural events
3	Abstracting stories from research and scientific materials and from wire services
4	Writing news story
5	Writing magazine story
6	Writing success story
7	Preparation of leaflet
8	Preparation of folder
9	Script writing for radio and television
10	Selecting pictures and artwork for the agricultural story
11	Practice in editing, copy reading, headline and title writing
12	Use of proofreading symbols
13	Preparing layout of farm publication
14	Preparing cover design of farm publication
15	Testing copy with a readability formula
16	Visit to press to understand the process of publication of newspaper

#### Suggested Reading

1. Arvind Kumar (1999). The Electronic Media. Anmol Publications, New Delhi.
2. Bhatt, S.C. (1993) Broadcast Journalism. Basic Principles Har Anand Publications, Delhi
3. Bhatnagar, R. (2001). Print Media and Broadcast Journalism. Indian Publisher Distributors, Delhi
4. Katyal, V.P (2007). Fundamentals of Media Ethics. Cyber Tech Publishers, New Delhi.
5. Yadava, J.S and Mathur, P. (1998). Issues in Mass Communication: the basic concepts.



Volumes 1 and 2. Indian Institute of Mass Communication, New Delhi.

<b>Course :</b>	EXTN 355		<b>Credit:</b>	2(1+1)	<b>Semester-V</b>
<b>Course title:</b>	Entrepreneurship Development and Business Communication (Common Course)				

**a) Theory**

<b>Lecture</b>	<b>Topic</b>	<b>Weightage (%)</b>
1	<b>Entrepreneur</b> : Meaning, definitions, characteristics of entrepreneurship	10
2	Assessment of entrepreneurship skills, identifying potential entrepreneurs	5
3	<b>Entrepreneurship development</b> – Concept of entrepreneurship, Process of entrepreneurship development	5
4	Achievement motivation and entrepreneurship development	5
5	Generation, incubation and commercialization of business ideas and innovations	5
6	<b>SWOT analysis</b> : Concept and technique	10
7	Government schemes and incentives for promotion of entrepreneurship. Government policy on Small and Medium Enterprises (SMEs/SSIs)	5
8	Supply chain management, Time management and Total quality management	5
9	<b>Market Survey</b> : Meaning, objectives, methods of conducting survey	10
10	Formulation of project, financial analysis of project	10
11	Communication – Meaning and process of communication	5
12	Communication skills for entrepreneurship – Written communication, Verbal communication, Investigating and analyzing, Planning and Organizing, Negotiating and persuading, Cooperative (Team work), Leadership and Numeracy	5
13	Developing different skills for entrepreneurship - Leadership Skills, Speaking Skills, Listening Skills, Organizational skill , Managerial skills, Problem solving skill	5
14	Writing Skill – Business letter, letters of enquiry, quotation, orders, and tenders, complaint letter	5
15	Oral presentation skills – Preparation, presentation and evaluation	5
16	Advertisements – Meaning, types, forms, functions	5
	<b>Total</b>	<b>100</b>

**b) Practical**

<b>Exercise</b>	<b>Topic</b>
1	Assessing entrepreneur potential
2	Assessment of problem solving ability
3	Exercises in creativity
4	Conducting market survey to know the demands for different products
5	Preparing advertisements for popularization of products and news writing
6	Preparing project proposals
7	Individual and group presentations and evaluation of presentation
8	Individual and group presentations and evaluation of presentation
9	Telephonic conversation : Rate of speech, clarity of voice, speaking and listening politeness, telephonic etiquettes
10	Conducting meeting – Purpose, procedure, participation, physical arrangements, recording and writing of minutes of meeting
11	Seminar and conferences : Use of body language
12	Conducting mock interviews – testing initiative, team spirit and leadership
13	Group discussion and debates on current topics
14	Visit to entrepreneurship institute/ case study of successful entrepreneurs
15	Presentations by the students
16	Presentations by the students

### **Suggested Readings**

1. Akhouri, M.M.P., Mishra, S.P. and Sengupta, Rita (1989). Trainers Manual on Developing Entrepreneurial Motivation, NIESBUD, New Delhi
2. Betty, Gorddan B. (1979). Entrepreneurship, Playing to Win, Taraporewala, Mumbai
3. Entrepreneurship Development Institute in India (1987). Developing New Entrepreneurs, EDII, Ahmedabad, NISIET, Library : 338.93/EDI/87/25104.
4. Mancuso, Joseph (1974). The Entrepreneurs Handbook, Vol.I& II, Artech House Inc. USA.
5. Patel, V.G. (1987). Entrepreneurship Development in India and its relevant Developing Countries, Entrepreneurship Development Institute of India, Ahmedabad, NISIET, Library : 338.93 (540)/PAT/87/25103.
6. Singh, A.K., Lakhani Singh, R. and Roy Berman (2006). Dimensions of Agricultural Extension, Aman Publishing House, Meerut.
7. MondalSagar and G.L.Ray (2009). Text Book of Entrepreneurship and Rural Development. Kalyani Publishers, Ludhiana. ISBN 978-81-272-5599-2

