EXTENDED LECTURE OUTLINE

AEX 312 Fundamentals of Extension Education (2+1)

Sl. No.	Topic: Theory
1.	Education: Meaning, definition and types – Formal, informal and non-formal education, Differences between Formal and Non-formal Education; Extension Education - Meaning, definition, need, scope, process, objectives, philosophy and principles
2.	Extension Programme Planning- Meaning, process, principles and steps in programme planning
3.	Extension systems in India: Extension efforts in pre-independence era: • Sriniketan • Marthandam • Firka Development Scheme • Gurgaon Experiment Post-independence era: • Etawah Pilot Project • Nilokheri Experiment
4.	Reorganised Extension system - T&V system Various extension/ agriculture development programme launched by ICAR/GoI (IADP, IAAP, HYVP, KVK, IVLP, ORP, ND, NATP, NAIP).
5.	Social justice and poverty alleviation programmes; ITDA, IRDP, SGSY, NRLM.
6.	Women Development Programmes RMK, MSY, DWCRA
7.	ICAR projects, National demonstrations, ORP, KVKs, Lab to Land programme, farming system research extension model, IPM-FFs model, decentralized extension, ATMA model. model developed by IRI New Delhi, farming system, research and extension, rural youth, KVK.
8.	New trends in agricultural extension: • Privatization in extension • Cyber extension/ e-extension • Market led-extension • Farmer led-extension • Expert system.
9.	Group Approaches in Agricultural Extension Commodity Interest Groups (CIGs) and Farmer Producer Groups (FPGs) Farmer Producer Organizations (FPOs)
10.	Rural Development: concept, meaning, definition, Various Rural development programmes launched by Govt. of India (IAY, MGNREGA, PMRY)

11.	Community development: concept, meaning, definition, principles and philosophy.
12.	Rural Leadership: Concept and definition, Types of leaders in rural context - Traditional leaders, caste leaders, religious leaders, political leaders, functional leaders, opinion leaders; Types of leaders based on style of working pattern - autocratic, democratic and laissez-faire leaders; Method of identification of Rural Leader – Socio metric method, key informant technique, self-designation technique, observation method.
13.	Extension administration: meaning and concepts, principles and functions
14.	Monitoring and evaluation: concept and definition, difference between monitoring and evaluation, Methods of Evaluation (Formative evaluation, Summative evaluation. On-going evaluation. Ex-post evaluation); Types of evaluation (Self-Evaluation, Internal Evaluation, External Evaluation, Participatory Evaluation)
15.	Transfer of Technology: concept and models: • Top-down-Model (Conventional/ Linear Model) • Feedback model • Farmers Participatory Models • Farmer back to farmer model • Havlock's Technology Generation, Adaptation and utilization model • Farmer – First Model OR "Farmer First and Last" Model
16.	Capacity building of extension personnel: Meaning, Training - Concept, definition, difference between training and education, Types of training to extension personnel (Pre-service training, In-service training - Orientation training, Induction training, On-the-job training, Refresher training, Re-training, External training, Training for professional qualifications, Overseas training, Training by overseas experts)
17.	Extension Teaching Methods: • Meaning and definition • Advantages and Disadvantages of each method • Classification of extension teaching methods: **I. According to Use** **Individual contact method -** Farm and home visits, Office calls, Farmers calls, Personal letters, Adaptive or mini-kit trial **Group contact method -** Method demonstration, Group meeting, Trainings, Field day, Study tour, Result demonstrations **Mass contact method –** Newspaper, Radio, Television, Bulletins/ Farm publications, Mass meeting, Campaign, Exhibition **II. According to Form** **Written –** Bulletins, Leaflets, News articles, Personal letters, Circular letters **Spoken -** General and special meetings, Farm and home visits, Office calls, Telephone calls, Radio **Visual or objective -** Result demonstrations, Exhibits, Motion pictures, Posters, maps, charts, slides **Spoken and visual -** Method demonstration, Meetings and Result Demonstration, Meeting involving visual aids, Television

18.	ICT application in ToT (New and Social Media), Media mix strategies
19.	Communication: Meaning and definition, elements, principles, functions, models of communication (Aristotle's model, Laswell model, Shannon- Weaver's model, Berlo's model, Schramm's model) and barriers to communication (Semantic Barriers, Organizational Barriers, Psychological or Emotional Barriers, Personal Barriers).
20.	Agriculture Journalism- definition and meaning, principles of farm journalism, ABCs of journalism, news, types of news (Based on excitement - Hard news Vs Soft news; Based on style of presentation - Straight news Vs Interpretative news; Based on investigation- Investigative news Vs General news)
21.	Diffusion and adoption of innovation: Concept and meaning, stages of adoption, Innovation, attributes of innovation, Innovation Decision process, adopter categories and their characteristics, factors influencing adoption process.
	Practicals
1.	To get acquainted with university extension system.
2.	Group discussion-exercise
3.	Handling and use of audio visual equipments and digital camera and LCD projector; preparation and use of AV aid
4.	Preparation of extension literature (leaflet, booklet, folder, pamphlet new stories and success stories)
5.	Presentation skills exercise
6.	Micro teaching exercise
7.	Visit to village to understand the problems being encountered by the villagers/farmers
8.	To study organization and functioning of DRDA/PRI and other development departments at district level
9.	Visit to NGO/FO/FPO and learning from their experience in rural development
10.	Organization of group discussion and method demonstration; Visit to KVK/ FTC
11.	Understanding PRA techniques and their application in village development planning
12.	Exposure to mass media
13.	Visit to community radio and television studio for understanding the process of programme production
14.	Script writing, writing for print and electronic media, developing script for radio and television.