



Denmark and United Kingdom, Brazil and Mexico, USA, Egypt and Israel, Extension system in SAARC Countries.

## UNIT II

FAO small farmers development projects, Masagana 99 programme of Philippines, BIMAS programme of Indonesia, Social laboratory experience and building self help group for extension of Philippines. Farming System Research and Extension, Expert system of Extension and Participatory methods of sustainable extension. Experience of UK, Italy and USA in privatised extension services, Problems of Agricultural Extension and future needs, Major worldwide and region wise problems of agricultural extension, Future needs and strategies of extension to meet the goals of agricultural extension.

### **Learning Outcome:**

The students will be able to know the evolution of extension system in different countries with their organisational structure, salient features and functioning. They will gain knowledge about the important programmes that influenced the agricultural scenario and draw the lessons from those experiences.

**EXT 502      Development perspectives of extension education**

**1+1**

### **Objectives:**

To impart knowledge to the students on concept, Objectives, philosophy and principles of extension education as well as pioneering extension efforts and analysis of extension system of ICAR and SAU. Course also gives exposure to the student on current approaches in extension as well as various development programmes.

### **Syllabus:**

#### **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.

**Learning Outcome:**

A student community with well-balanced cognitive, affective and psychomotor aspects.

**EXT 503            Development communication and information management            2+0**

**Objectives:**

To make the students aware and knowledgeable about the different aspects of communication with particular reference to development. Besides, to build up capacity of the students to plan and execute development communication materials.

**Syllabus:****Theory**UNIT I

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.

UNIT II

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.

UNIT III

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.

UNIT IV

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.

**Learning Outcome:**

After having this course students are expected to gain knowledge about the role of communication in development and at the same time students will be capable to prepare communication materials for different types of development.

**EXT 504****Educational technology in extension****1+1****Objectives:**

To orient the students regarding various concepts and issues of educational technology in extension

**Syllabus:****Theory**UNIT I

Principles and psychological bases in selecting and using extension methods and audio visual aids. Development in instructional technologies - traditional and modern methods.

UNIT II

Writing for farm families (including Radio and Television). Preparation and production of Mass Media materials - electronic, print and visual media.

UNIT III

Photographic techniques - Computer Aided Instructional Technology - Information access through Internet, Interactive Video Disc (IVD) - Recent instructional technology - Teleconferencing.

**Practical**

Practicing video technique - (including Radio, Television,) pre-production and post - production phases. Practicing projection techniques - Overhead projector, slide projector and video projector. Practice in photography and slide making. Preparation of synchronized slide stories - Acquaintance with printing techniques - traditional and modern methods (including Radio, Television). Visiting media institutions.

**Learning outcome:**

The learners are expected to develop expertise on different concepts and issues of educational technology in extension

**EXT 505 Concept of sociology, social and educational psychology relevant in extension  
2+1****Objectives:**

To orient the students regarding different concepts and issues of rural sociology and educational psychology.

**Syllabus****Theory**

## UNIT I

Individual and Society, Rural Sociology, concept, scope, Importance of Rural Sociology in Development Extension Work, Rural Sociology and other social sciences, Basic concepts in sociology- society, social structure, community, social organisation, social institution

## UNIT II

Social Stratification- concept, status, role, rank, class structure, change in class system in rural India, class and caste system, origin, characteristics, differences between class and caste system, class and caste factor affecting rural development.

## UNIT III

Groups- definition, types of groups, group dynamics. Leadership- concept, types and techniques of identifying leaders.

## UNIT IV

Social change- concept, types and theories. Social control and social process.

## UNIT V

Psychology as science, its scope and importance in extension education,-educational and social psychology-perception, attitude, motivation, personality, intelligence

### **Practical**

Problems related to the topics mentioned in the theory syllabus.

### **Learning Outcome:**

The learners are expected to develop expertise on different concepts and issues of rural sociology and educational psychology.

**EXT 506**

**Diffusion and adoption of innovations**

**1+1**

### **Objectives:**

To make the students aware and knowledgeable about the science behind the process of diffusion and innovation decision as well as different factors that influences the process of diffusion and innovation of innovation. Besides, to build up capacity of students to plan for diffusion and adoption of different farm innovation.

### **Syllabus:**

#### **Theory**

##### UNIT I

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.

##### UNIT II

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.

### UNIT III

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.

### UNIT IV

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.

### **Learning Outcome:**

Students are expected to be knowledgeable about different aspects of diffusion and adoption of innovation as well as they will be capable to trace the adoption process in the community and plan for the same.

**EXT 507      Research methods in behavioural science**

**2+1**

### **Objectives:**

To impart knowledge to the students on various extension research methodologies, tools and techniques of behavioural research and to develop skills in preparing research reports.

### **Syllabus:**

#### **Theory**

#### UNIT I

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. Review of literature – Need, Search Procedure, Sources of literature, Planning the review work. Research problem – Selection and Formulation of research problem and guiding principles in the choice of research problem, Factors and criteria in selection of research problem, statement of research problem and development of theoretical orientation of the research problem.

#### UNIT II

Objectivess – Meaning, types and criteria for judging the Objectivess. Concept and Construct – Meaning, role of concepts in research and Conceptual frame work development in research. 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, linkages, sources, problems in formulation and criteria for judging a workable hypothesis. Measurement – Meaning, postulates and levels of measurement, Use of appropriate statistics at different levels of measurement, criteria for judging the measuring instrument and importance of measurement in research. Validity – Meaning and methods of testing. Reliability – Meaning and methods of testing. Sampling – Universe, Sample and Sampling- Meaning, basis for sampling, advantages and limitations, size and factors affecting the size of the sample and sampling errors – Methods of elimination and minimizing, Maximinon Principle, Sampling – Types of sampling and sampling procedures.

### UNIT III

Research Designs – Meaning, purpose and criteria for research design, Types, advantages and limitations of each design. Experimental design – Advantages and limitations. Data Collection devices - Interview – Meaning, purpose, types, techniques of interviewing and advantages and limitations. Enquiry forms and Schedules – Meaning, types of questions used, steps in construction and advantages and limitations in its use. Questionnaires – Meaning, difference between schedule and questionnaire, types of questions to be used, pre – testing of the questionnaires or schedules and advantages and limitations. Check lists – Meaning, steps in construction, advantages and limitations in its use. Rating scales – Meaning, types, limits in construction, advantages and limitations in its use. Observation – Meaning, types, tips in observation, advantages and limitations in its use. Case studies – Meaning, types, steps in conducting, advantages and limitations in its use. Social survey – Meaning, Objectives, types and steps in conducting, advantages and limitations.

### UNIT IV

Data processing – Meaning, coding, preparation of master code sheet, analysis and tabulation of data, Statistical Package for Social Sciences (SPSS) choosing appropriate statistics for data analysis based on the level of measurement of variables. Report writing – Meaning, guidelines to be followed in scientific report writing, References in reporting.

### **Practical**

Selection and formulation of research problem - Formulation of Objectives and hypothesis- Selection of variables based on Objectives-Developing the conceptual framework of research. Operationally defining the selected variables-Development of data collection devices.- Testing the validity and reliability of the data collection instruments.- Pre-testing of the data collection instrument-Techniques of interviewing and collection of data using the data collection instruments-Data processing, hands on experiences on SPSS, coding, tabulation and analysis. Formulation of secondary tables based on Objectives of research. Writing report, Writing of thesis and research articles-Presentation of reports.

### **Learning Outcome:**

A student community that think positively on cause-effect relationship and whose mental attitude is based on how to think instead of what to think.

**Objectives:**

To orient the students regarding various concepts, issues, dimensions and polices of Gender Studies in Agricultural Development

**Syllabus:**

**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; Application of gender analysis tools in field- gender disaggregated planning for agricultural extension. 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.

**Learning Outcome:**

The learners are expected to develop expertise knowledge and skills on Gender Studies in Agricultural Development

**Objectives:**

To orient the students regarding various concepts, forms, systems and issues of Distance Education as Extension Intervention.

**Syllabus:**

**Theory**

UNIT I

Distance Education – Introduction Meaning, Concept, Philosophy and its work ethics, characteristics of Distance Education – Evolution and Historical view of Distance Education



- Theory Methodology, and Epistemology. Dimensions of Distance Education, Scope and difficulties. Open Education - Non-formal Education, Continuing Education, Education by correspondence. Conceptual and philosophical similarities and dissimilarities among extension education, adult education and continuing 'distance education

#### UNIT II

Forms and systems of Distance and Open Education, Modes of Teaching and Learning in Distance Education, Methods of Distance Education, Significance of Distance Education in Teacher Education.

#### UNIT III

Planning Distance Education - A Systems Approach Student Learning - Course Planning, The target groups - Barriers to learning in Distance Education - Planning and Management of Networked Learning.

#### UNIT IV

Educational Technology in Distance Education Application of information and Educational Technologies in Distance Education, Development of Course and Course material, Management of resources, processes, Forms of Instructional material in Distance Education and Media Development and Production in Distance Education - Video Classroom Strategy in Distance Education - Strategies for maximizing the reach - services to students, programme Evaluation - performance indicators and Quality Assessment.

#### **Practical**

Visit to the University which is implementing the Distance Education Programmes. Detailed Study of their programme in relation to Educational Technology, Methodology, Curriculum Development, Evaluation and Assessment. Exercise on development of curriculum for Distance Education exclusively for farming community.

#### **Learning Outcome:**

The learners are expected to develop expertise knowledge and skills on different aspects of Distance Education as Extension Intervention.

**EXT 510      Training and networking**

**1+1**

#### **Objectives:**

To impart learning on concepts and issues of extension training and networking.

#### **Syllabus:**

##### **Theory**

##### UNIT I

Training - Meaning, training and human resource development- Adult learning principles- experiential learning-training process-phases of training-determining training need and development of training modules - training requirements; Training types, models, methods and evaluation; Facilities for training - Trainers training - techniques for trainees' participation; some modern training methods

##### UNIT II

Networking concept and typology- social networks- process of networking in extension-cases of extension network-network as capacity building intervention

**Practical**

Visit to different training organizations to review ongoing activities & facilities; Analysis of Training methods followed by training institutions for farmers and extension workers Studies on evaluation of training programmes;  
Study of development networks- plan for development of an extension network of farmers groups.

**Learning Outcome:**

To develop expertise skills on various aspects of extension training and networking

**EXT 511****E- Extension****1+1****Objectives:**

To orient the students regarding various concepts, tools, applications, approaches projects and issues of ICT in extension

**Syllabus:****Theory**UNIT I

ICTs- Concept, definition, tools and application in extension education. Reorganizing the extension efforts using ICTs, advantages, limitations and opportunities.

UNIT II

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.

UNIT III

Community Radio, Web, Tele, and Video conferencing. Computer Aided Extension. Knowledge management, Information kiosks, Multimedia. Online, Offline Extension. Tools- Mobile technologies, e-learning concepts.

## UNIT IV

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.

**Learning Outcome:**

The learners are expected to develop expertise knowledge and skills on ICT tools, applications, approaches projects and issues in extension.

**Objectives:**

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

**Syllabus:****Theory**UNIT I

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.

UNIT II

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.

UNIT III

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.

UNIT IV

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 institutions- Simulated 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.

**Learning Outcome:**

Students will gain understanding of the entrepreneurship development process, formulation  
of the entrepreneurship development project and management of enterprise. Students will  
get orientation on policies, programmes, institutional framework and market for  
entrepreneurship development in India. The exposure to managerial functions pertaining to  
extension management would develop the knowledge and skills of the students.

**EXT 513 Concepts of organizational, human resource and marketing management relevant  
to extension** 2+1**Objectives:**

To impart knowledge to the student about the concepts, methods and various techniques of  
HRD, HRM & HRA and also develop knowledge about agribusiness management.

**Syllabus:****Theory**UNIT I

Introduction to organizations: concept and properties of organizations- levels of  
organizations, organizational goals, formal and informal organizations.

UNIT II

Organizational structure: concepts and functions of organizational structure, process in  
organizing, departmentation, span of Management, delegation of authority, centralisation  
and decentralisation- line and staff organization, functional organization, divisionalisation,  
project organization, matrix organization, free from organization, top management structure.

UNIT III

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.

UNIT IV

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 – Counselling and Mentoring; Role of a Professional Manager: Task of Professional Manager – Responsibility of Professional Manager; Managerial skills and Soft Skills required for Extension workers; Decision Making: Decision Making models, Management by Objectivess; Behavioural Dynamics

#### UNIT V

Concept of market- marketing and selling, - social marketing- types of markets- agri-input marketing, components of market-market segments- marketing mix- product development- product positioning- packaging- market research

#### **Practical**

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

Study Agri-input markets- visit Agri-input companies-develop a market research report of a agricultural product.

#### **Learning Outcome:**

The Course will help the students to become a good HRD practitioners.

### **EXT 514 Project management – principles and techniques**

**1+1**

#### **Objectives:**

To make the students knowledgeable about S & T inputs of project management as well as to build up their capacity for managing developmental project.

#### **Syllabus:**

#### **Theory**

#### UNIT I

Introduction- definitions – classifications – project risk – scope. Project management – definitions – overview – project plan – management principles applied to project management–project management life cycles

#### UNIT II

Project planning – scope – problem statement – project goals – Objectivess –success criteria – assumptions – risks – obstacles – approval process –projects and strategic planning. Project implementation – project resource requirements – types of resources– men – materials. Project - GOPP/Log Frame analysis

#### UNIT III

Project monitoring – evaluation – control – project network technique –planning for monitoring and evaluation – project audits – project management information system –

project scheduling – PERT & CPM – performance Appraisal- project communication – post project reviews

#### UNIT IV

Closing the project – types of project termination – strategic implications – project in trouble – termination strategies – evaluation of termination possibilities – termination procedures

#### **Practical**

Study of an ongoing extension project. Development of an plan through GOPP/Log frame Work- Application of PERT & CPM in a hypothetical situation- Application of performance appraisal technique on an ongoing extension project.

#### **Learning Outcome:**

Through this course students are expected to have comprehensive knowledge about different aspects of developmental project management as well as will be capable to manage developmental project independently.

**EXT 515      Participatory methods for technology development and transfer      1+1**

#### **Objectives:**

To orient the students regarding various concepts and issues of participatory methods for technology development and transfer.

#### **Syllabus:**

#### **Theory**

##### UNIT I

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.

##### UNIT II

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.

##### UNIT III

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**

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.

#### **Learning Outcome:**

To develop expertise skills in various concepts and issues of participatory methods for technology development and transfer.

**EXT 516 Visual communication**

**1+1**

**Objectives:**

To orient the students regarding various concept, role and issues of visuals and graphics in Communication.

**Syllabus:**

**Theory**

**UNIT I**

Role of visuals & graphics in Communication. Characteristics of visuals & graphics. Functions of visuals and graphics. Theories of visual perception. Classification and selection of visuals.

**UNIT II**

Designing message for visuals, Graphic formats and devices. Presentation of Scientific data. Principles and production of low cost visuals.

**UNIT III**

Photographs- reprographic visuals. PC based visuals. Digitized video material in multimedia production. Designing visuals for print and TV and video.

**UNIT IV**

Pre-testing and evaluation of visuals. Scanning of visuals.

**Practical**

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.

**Learning Outcome:**

The learners are expected to develop expertise knowledge and skills on various aspects of visuals and graphics in Communication

**EXT 517 Market led extension management**

**1+1**

**Objectives:**

To orient the students regarding various concepts, scenario, perspectives and issues of Market Led Extension

**Syllabus:**

**Theory**

**UNIT I**

Agricultural extension at cross roads; Changing scenario of agricultural extension at the national level; Market led extension – emerging perspectives; Market led extension – issues and challenges; Dimensions of market led extension.

**UNIT II**

Agricultural marketing an overview; Development of a marketing plan, pricing concepts and pricing strategy; Consumer behaviour; Marketing communication and promotional strategies; The marketing research process; Agricultural trade liberalization and its impact; International marketing opportunities; Implications of AOA, TRIPS and IPRs agreements on agriculture; Agreement on SPS and TBT - an over view; Commodity features marketing.

### UNIT III

Public private linkages in market led extension; Role of SHG in market led extension; Contact farming – a viable approach to meet market challenges; IT enabled approaches for market led extension and communication; Weather service and crop modeling – An effective tool in market led extension.

#### **Practical**

Identification and analysis of different marketing sources for agricultural commodities. Development of strategy for an effective market intelligence system; Development of suitable marketing plan to suite rural situation; Visit to APEDA, Rythu Bazaars to study the processes and procedures related to market-led extension.

#### **Learning Outcome:**

The learners are expected to develop expertise knowledge and skills on various concepts, scenario, perspectives and issues of Market Led Extension

### **EXT 518      Group Dynamics and Leadership**

**2+1**

#### **Objectives:**

This course emphasises the various aspects of group dynamics, functioning of micro-finance and self-help group (SHG). It also provides the students an understanding of leadership including roles, types and characteristics of leaders with an exposure to different leadership theories. It inculcates the skills in applying small group techniques and identifying the leaders.

#### **Syllabus:**

##### **Theory**

#### UNIT I

Group - Concepts, Importance, classification and description. Dynamics of the group - role, function and performance, group characteristics and their effects. Group techniques. Group-based Extension- concept and cases. Self-Help Group – concept-organization- mobilization, Microfinance-functions for empowerment.

#### UNIT II

Leaders - types of leaders, roles and functions Leadership - importance in groups and theories.. Identification, selection, training and development of local leaders. Leadership index to identify effective leaders. Review of significant research findings.

#### **Practical**



Practising group techniques like forum, panel, symposium dialogue, interview, brain storming and role playing. Use of different methods of identifying village leaders - observation, sociometry, key informant technique. Indexing leaders by leadership index.

**Learning Outcome:**

Students will get exposure on different aspects of group dynamics, SHG, micro finance and leadership. They will learn various small group techniques and methods to identifying village leaders.