

GANPAT UNIVERSITY									
FACULTY OF AGRICULTURE, ALLIED SCIENCES & TECHNOLOGY									
Programme		B.Sc. (Hons)			Branch/Spec.		Agriculture		
Semester		III			Version		1.1.1.0		
Effective from Academic Year			2026-27		Effective for the batch Admitted in			July 2025	
Subject code		IIIA05FEE		Subject Name		Fundamentals of Extension Education			
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	1	0	1	-	2	Theory	40	40	80
Hours	1	0	2	-	3	Practical	20	0	20
Pre-requisites									
Not Applicable									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	Explain the meaning and concept of agricultural extension;								
CO2	To learn the extension system in India and various government policies to promote extension activities								
CO3	To understand the rural development activities for overall betterment								
CO4	To learn and understand the methods of transfer of technology through extension and its adaptability								
CO5	To apply the concepts of extension education practically in rural areas.								
<b>Theory Syllabus</b>									
Unit	Content								Hrs
1	Education: Meaning, definition and 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.								3
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.); Reorganised Extension System (T&V system) various extension/ agriculture development programs launched by ICAR/ Govt. of India (IADP, IAAP, HYVP, KVK, IVLP, ORP, ND, NATP, NAIP, etc.). Social Justice and poverty alleviation programme: ITDA, IRDP/SGSY/NRLM. Women Development Programme: RMK, MSY etc. New trends in agriculture extension: privatization extension, cyber extension/ e-extension, market-led extension, farmer-led extension, expert systems, etc., Attributes of Innovation, DW CRA, Commodity Interest Groups (CIGs), Farmers Producer Group (FPG).								4
3	Rural Development: concept, meaning, definition; various rural development programs launched by Govt. of India. Community Development: meaning, definition, concept and principles, Philosophy of C.D. Rural Leadership: concept and definition, types of leaders in rural context; Method of identification of Rural Leader. Extension administration: meaning and concept, principles and functions.								4
4	Monitoring and evaluation: concept and definition, monitoring and evaluation of extension programs; 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, models and barriers to communication. Agriculture journalism; diffusion and adoption of innovation: concept and meaning, process and stages of adoption, adopter categories.								4
<b>Practical Content</b>									
1 To get acquainted with the university extension system.									
2. Group discussion- exercise; Identification of rural leaders in village situation; preparation and use of AV aids									

Note: Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work  
CE= Continuous Evaluation, SEE= Semester End Examination

3. Preparation of extension literature (leaflet, booklet, folder, pamphlet news stories and success stories)
4. Presentation skills exercise; micro teaching exercise
5. A visit to village to understand the problems being encountered by the villagers/ farmers
6. To study organization and functioning of DRDA/PRI and other development departments at district level
7. Visit to NGO/FO/FPO and learning from their experience in rural development
8. Understanding PRA techniques and their application in village development planning
9. 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.

#### Reference book

1. Adivi Reddy, A. 2001. Extension Education, Sree Lakshmi press, Bapatla.
2. Dahama, O. P. and Bhatnagar, O.P. 1998. Education and Communication for Development, Oxford and IBH publishing Co. Pvt. Ltd, New Delhi.
3. Jalihal, K. A. and Veerabhadraiah, V. 2007. Fundamentals of Extension Education and Management in Extension, Concept publishing company, New Delhi. House (Mumbai).
5. Sagar Mondal and Ray, G. L., Text Book on Rural Development, Entrepreneurship and Communication Skills, Kalyani Publications.
6. Rathore, O. S. et al. 2012. Handbook of Extension Education, Agrotech Publishing Academy, Udaipur.
7. Dudhani, C.M., Hirevenkatgoudar, L.V., Manjunath, L. Hanchinal, S.N. and Patil, S.L. 2004. Extension Teaching Methods and Communication Technology, UAS, Dharwad.
8. Sandhu, A.S. 1993. Text book on Agricultural Communication: Process and Methods. Oxford and IBH Publishing Pvt. Ltd, New Delhi.
9. Singh, A.K., Lakhan Singh, R. and Roy Burman. 2006. Dimensions of Agricultural Extension. Aman Publishing House, Meerut

#### Mapping of CO with PO and PSO:

	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	1	2	2	1	1	3	2	2	1	1	1
CO2	2	1	2	1	1	1	2	2	1	1	2	1
CO3	2	1	2	1	2	1	3	3	2	1	2	1
CO4	2	1	2	1	2	1	3	2	2	1	1	1
CO5	3	1	3	2	2	1	2	3	2	1	2	1

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