

EXTENSION EDUCATION

Course Code: 21EXNU0001

Credit: 2

Marks - 50

Objective

- To enable the students to understand the basic concepts of extension education

Specific Objectives of Learning at the end of the course the students will be able to:

- Get familiarized with various aspects of extension approaches and methods
- Provide knowledge and skill in designing, planning, executing and evaluating the extension programme
- Provide opportunities through field visits and understand the functioning of various extension institutions

Content	
Unit - 1	Introduction: Extension Education - Concept, Meaning, Definition, Objectives, Philosophy, Principles, Components, Socio-Cultural Dimension of Extension, Characteristics and Scope of Extension Education in Sustainable Development
Unit - 2	Participatory Approaches and Methods in Extension: Classification of Extension Teaching Methods and Criteria for the selection of extension teaching methods – Participatory Rural Appraisal (PRA) - Transect Walk, Focus Group Discussion [FGD], Resource and Social Mapping, Ranking and Time Line Analysis - Application in Extension Programmes.
Unit - 3	Role of Extension Worker: Programme Planning - Meaning Importance; Principles and Steps in Extension Programme Planning - Motivation and Rapport Building for Extension programme; Role of Extension Workers - Essential Qualities for Extension Workers - Training of Trainers (ToT), Transfer of Technology (TOT), Documentation of Extension Programme - Monitoring and Evaluation - Need for Documentation - Type of Documentation - Report Writing - Electronic Documentation
Unit - 4	Technology Interface in Extension: Communication, Types of Communication, Importance of Communication in Extension, Role of Information and Communication Technology (ICT) in Extension, Types of ICT - Conventional Gadgets - Radio, Television, Print Media; Modern Communication Gadgets – Video, Tele Text, Tele-Conference, Computer Assisted Information - Digital India, Village Knowledge Centre (VKC), Common Service Centre (e-seva), Internet and Web Portals, Social Media – Email, WhatsApp, Face book, Instagram, Twitter, Mobile Induced Learning-I-Pad and Smart Phones.
Unit - 5	Hands-On Experience through Field Based Programmes: Role of Higher Education Institutions in Extension and Community Out-reach Programme – Gandhigram Experiments and Experiences in Extension - Village Placement Programme (VPP); Exposure and Field Visits to the Institutions for Extension - Krishi Vigyan Kendra (KVK), District Rural Development Agency (DRDA) - Corporate Foundations - NGOs, Community Based Organizations (CBO)- Rural Self-employment Training Institute and Banks

Learning Outcomes

- Students become aware of the basics of Extension Education
- Students gain knowledge on extension programme planning and management
- Students become familiar of PRA and its application in extension programme
- Students get exposure to the functioning of various Extension Institutions

Reference

- Annual Report of the Extension Activities, 2010-2020, GRI
- Dahama, O.P. and O.P.Bhatnagar. 1993. Education and Communication for Development, Oxford & IBH Publishing Co. Pvt. Ltd., New Delhi.
- De, D. and Jirli, B. (2010). A Handbook of Extension Education. Jodhpur, Agrobios (India).
- Govind, S., Tamilselvi, G. and Meenambigai, J. (2011). Extension Education and Rural Development, Jodhpur, Agrobios (India).
- Gyanendra Pratap Singh (2018). Strengthening Value Chain in Wheat and Barley for Doubling Farmers Income. Directorate of Extension, Department of Agriculture Cooperation and Farmers Welfare and ICAR-Indian Institute of Wheat and Barley Research. pp 1-144.
- Handbook of Agricultural Extension (2020), Indian Council of Agricultural Research, New Delhi.
- Hass Kennath, B., and Packer Harry Q (1995), Preparation and use of Audio Visual Aids, Prentice Hal Inc.
- Mishra, S. and Akankasha. 2014. Expert Systems In Agriculture: An overview. International Journal of Science Technology & Engineering, 1(5): 45-49.
- Mondal, S. (2019). Fundamentals of Agricultural Extension Education. Kalyani publishers, New Delhi
- Ramesh. S, Venkata Ravi. R (2020), Management Practices in Village Knowledge Centre", SHANLAX Publications, Madurai
- Reddy Adivi, A. 2006. Extension Education, Sree Lakshmi Press, Bapatla, Andhra Pradesh.
- Sharma, O.P. (2012). Development perspective of extension education. Udaipur, Agrotech Publishing Academy.
- Vijayakumar.S (2003), Source Book: Capacity Building of NGOs on Application of Participatory Research for Sustainable Development in Rural Areas. Council for Social Development, Hyderabad.
- VPP Report, 2010-2020, GRI

Website links:

- <http://www.ignouhelp.in/ignou>
- <http://www.ruraluniv.ac.in>
- <https://gandhigram.org/village-extension-program>
- <https://www.mssrf.org>
- <http://www.jnkvv.org>
- <http://gnec.iitr.ac.in/>
- <https://tnau.ac.in/college-acrimadurai/extension-activities>
- <https://tnrd.gov.in/>