

**EXTENSION METHODOLOGIES FOR TRANSFER OF AGRICULTURAL
TECHNOLOGY**

AEXT 392

Credits 2(1+1)

Theory

Communication – Meaning, Definition, Models, Elements and their Characteristics, Types and Barriers in communication.
Extension Programme Planning – Meaning, Definitions of Planning, Programme, Project, Importance, Principles and Steps in Programme Development Process, Monitoring and Evaluation of Extension Programmes
Extension Teaching methods – Meaning, Definition, Functions and Classification.
Individual contact methods – Farm and Home visit, Result Demonstration, Field trials – Meaning, Objectives, Steps, Merits and Demerits.
Group contact methods – Group discussion, Method demonstration, Field Trips – Meaning, Objectives, Steps, Merits and Demerits.
Small group discussion techniques – Lecture, Symposium, Panel, Debate, Forum, Buzz group, Workshop, Brain Storming, Seminar and Conference.
Mass contact Methods – Campaign, Exhibition, Kisan Mela, Radio & Television – Meaning, Importance, Steps, Merits & Demerits.
Factors influencing in selection of Extension Teaching Methods and Combination (Media Mix) of Teaching methods.
Innovative Information sources – Internet, Cyber Cafes, Video and Tele conferences, Kisan call centers, Consultancy clinics.
Agricultural Journalism – Meaning, Scope and Importance, Sources of news, Types, Merits and Limitations.
Diffusion and Adoption of Innovations – Meaning, Definition, Models of adoption Process, Innovation – Decision Process – Elements, Adopter categories and their characteristics, Factors influencing adoption process.
Capacity building of Extension Personnel and Farmers – Meaning, Definition, Types of training, Training to farmers, farm women and Rural youth – FTC and KVK.