



SYLLABUS

THEORY

Concept of Sociology, Man-animal relationship (Society, Community, Association, Institutions), Difference in livestock production practices of rural, urban and tribal communities including rearing patterns. Social change and factors of change. Social groups, its types and functions. Social transformation in relation to animal rearing.

Evolution of veterinary and animal husbandry extension in India. Extension education: definition, philosophy and principles. Concept of Community development. Teaching learning process, steps of teaching. Extension teaching methods: their classification and use. Information delivery system in Veterinary and Animal Husbandry extension. Information communication technology.

Role of animals in economy, health and socio-psychology of rural, semi urban and urban society. Client and stakeholder dealings: techniques and procedures including tools for data collection, analysis, history taking, follow-up and appraisal on prognosis. Adoption and diffusion of livestock innovations. Leadership and role of leaders in animal husbandry extension.

Farming in rural India - large and small scale farming, mixed farming, co-operative and collective farming, contractual farming, Co-operative farming for Livestock Production, Advantage and limitations of co-operatives. Economic principles underlying co-operative societies, co-operative milk unions in India.

Social survey and its types. Social sampling. Identification of key communicators and operating through them. Identifying organizational difficulties in the way of organizing animal husbandry extension programmes. Identification of constraints in adoption of improved animal husbandry practices.

Animal Husbandry programme planning and evaluation. Feedback evaluation of extension programmes and their impact analysis. Panchayati Raj Institutions, Krishi Vigyan Kendra (KVK), Animal Husbandry Development Programmes in Cattle, buffalo, sheep, goat, poultry, rabbit and piggery- Key village scheme, Gosadan/Goshala, Integrated Cattle Development Programme (ICDP), Integrated Rural Development Programme (IRDP), Agricultural Technology Management Agency (ATMA).

Gender considerations in Veterinary practice. Changing expectations from new recruits to the profession and employers of veterinarians. Growing changes in corporate, client influence and changes in work ethics.

Information communication technologies. Virtual classroom and self learning. E-learning, Information kiosks. Agriculture portals. E-commerce-scope and local application. Computer aided teaching/learning, web-sites dedicated to veterinary and animal sciences education, web directories and virtual learning institutions (e-institutions).

PRACTICAL

Audio-visual equipments. Principles and use of overhead, slide and multimedia projectors, digital video/still camera. Preparation and use of visual aids like posters, charts, flash cards, flip charts, etc. Use of literature and media in extension. Identification of key elements in social sampling of data. Collection and analysis of data. Identification of key communicators and operation programme. Enumeration of organizational difficulties in animal husbandry extension programmes. Identification of constraints in the adoption of improved animal husbandry practices. Constraint analysis.

Group discussions, techniques and procedures for awareness campaigns on different veterinary and animal husbandry practices - signs of diseases prevention of egg, clean milk production, controlling of ectoparasites, pail feeding of calves, sexing and culling of birds, first aid for minor wounds, disinfection of byres, branding, use of horn cauterization, timely A.I., choice of good progeny, care in pregnancy, infertility, environmental hygiene, preparation of feeds and feeding schedules, deworming, preventive hygiene, vaccination etc. Organization of animal welfare camps, exhibition, livestock shows etc. Hands on training in the use of computers for teaching and information dissemination. Rapid Rural Appraisal/ Participatory Rural Appraisal in identifying livestock production/healthcare practices.