## EXTENSION EDUCATION & COMMUNICATION MANAGEMENT

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EXTENSION EDUCATION & COMMUNICATION MANAGEMENT

Course Contents

AHE 601  FUNDAMENTALS OF VETERINARY AND ANIMAL HUSBANDRY EXTENSION  2+1  SEM - I

Objective
To acquaint the students with the genesis, development and present status of animal husbandry extension and linkages among departments and various institutions.

Theory
UNIT-I: Concept, philosophy, principles, genesis, growth and scope of extension education.
UNIT-II: Earlier extension efforts and their implications. Emerging issues, problems and challenges of animal husbandry extension education.
UNIT-III: Extension approaches of State and Central Governments, ICAR, SVUs/ SAUs, NGOs and other organizations in delivery of animal husbandry and veterinary services.
UNIT-IV: Linkages between researcher-extension agent - livestock farmer-industry in the generation, dissemination and utilization of animal husbandry practices.

Practical
Study of the organizational set-up and functioning of State Animal Husbandry Department and dairy/rural development agencies. Study of indigenous technical know-how about animal husbandry practices in villages.

Suggested Readings
Mosher AT. 1978. An Introduction to Agricultural Extension. ADC.

AHE 602  COMMUNICATION FOR LIVESTOCK DEVELOPMENT  1+1  SEM - I

Objective
To acquaint the students with concept and models of communication and to improve their communication skills.

Theory
UNIT-I: Communication- meaning, concept, purpose and process.
UNIT-II: Models and theories of communication. Types of communication- intrapersonal, interpersonal, verbal and non-verbal. Criteria of effective communication, Determinants of communication- Empathy, credibility, fidelity, distortion, feed back and barriers to communication.
UNIT-III: Group and mass communication. Modern communication technologies. Key
communicators and their role in animal husbandry development.

**Practical**


**Suggested Readings**


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**AHE 603**

**DIFFUSION AND ADOPTION OF ANIMAL HUSBANDRY PRACTICES**

**Objective**

To sensitize the students towards technology generation, dissemination and its adoption through effective communication.

**Theory**


UNIT-III: Role of change agents in transfer of technology. Diffusion studies in veterinary extension. Role of communication in diffusion and adoption process.

**Practical**

Study of selected animal husbandry innovations- the adoption and non- adoption of various practices. Reasons for adoption and non-adoption of innovations.

**Suggested Readings**


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**AHE 604**

**EXTENSION TECHNIQUES AND AUDIO VISUAL AIDS**

**Objective**

To train the students about various techniques/methods for transfer of animal husbandry technologies through suitable audio-visual aids.

**Theory**


UNIT-II: Extension approaches in livestock development- individual, group and mass approach (electronic and non electronic). Relative merits and demerits of different teaching methods in animal husbandry extension.


UNIT-IV: Multi-media projection and computer aided teaching aids for animal husbandry extension.

UNIT-V: Selection of different extension methods for dissemination of animal husbandry technologies and media-mix.

**Practical**

Preparation and presentation of various audio-visual aids. Use of different teaching
methods in field situations. Review of research studies in teaching methods and A.V. aids.

**Suggested Readings**


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**AHE 605**

**ANIMAL HUSBANDRY PROGRAMME**

**2+1**

**SEM - II**

**PLANNING AND EVALUATION**

**Objective**

To expose the students on planning, formulation, implementation and evaluation of various animal husbandry development programmes.

**Theory**

**UNIT-I:** Importance of programme planning in veterinary and animal husbandry extension. Objectives, principles and steps in programme planning process. Role of animal husbandry extension agencies, local leaders, livestock owners and institutions in planning and implementation of need-based veterinary extension programmes.

**UNIT-II:** Genesis, nature and principles of planning. Planning Commission and its role. Five Year Plans with reference to animal husbandry development. Organizational structure for planning at different levels.

**UNIT-III:** Concept, principles, types and methods of evaluation. Importance of monitoring various livestock development programmes.

**UNIT-IV:** Needs assessment— meaning, importance, classification and steps. Concept of FSR, Participatory Approaches- Rapid Rural Appraisal (RRA) and Participatory Rural Appraisal (PRA).

**UNIT-V:** Project management techniques- Programme Evaluation and Review Technique (PERT). Critical Path Method (CPM). Project formulation. Project appraisal in terms of social benefit analysis, logical frame work.

**Practical**

Preparation of livestock development plan for a village. Developing instruemnts for monitoring and evaluation of on-going development programme at village level (Logical Frame Work ). Exercises on Participatory approaches (RRA, PRA, Case study, Problem Based Learning).

**Suggested Readings**


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**AHE 606**

**RESEARCH METHODOLOGY**

**IN**

**2+1**

**SEM - II**

**VETERINARY AND ANIMAL HUSBANDRY EXTENSION**

**Objective**

To apprise the students about the selection criteria of research problem, variables, research design, sampling techniques, data collection procedure and report writing in the field of animal husbandry extension.

**Theory**

**UNIT-I:** Concept, nature and scope of research in social sciences. Types of research-
fundamental, applied and action research, experimental and non-experimental research. Variables, types and their measurement. Selection and formulation of research problem. Hypothesis—importance, selection criteria (quality of workable hypothesis), formulation and testing of hypothesis.

UNIT-II: Measurement and levels of measurement; Research designs- exploratory, experimental, and ex-post-facto research design. Action research. Sampling methods-probability and non-probability sampling. Sources of errors.


Practical
Selecting a research problem and working it out with all the steps; report writing and presentation of the report.

Suggested Readings

AHE 607 SOCIAL PSYCHOLOGY AND GROUP DYNAMICS 2+1 SEM - I

Objective
To acquaint the students with the structure and functioning of social groups and socio-psychological aspects in interacting with livestock farmers.

Theory
UNIT-I: Meaning, scope and importance of psychology in animal husbandry extension work. Orientation of psychology.
UNIT-II: Perception- nature, laws and selectivity in perception, factors in perception, importance of perception in extension work. Attitude- nature, theories, measurement and change of attitude towards livestock owners, formation of stereo types and prejudice, factors in attitude change.
UNIT-IV: Intelligence- nature, theories and measurement. Personality- nature, traits, types, biological and socio-cultural determinants of personality. Group and individual behaviour.
UNIT-V: Concept and types of groups; Typology and importance in rural development; Group structures - attraction, coalition, communication and power; Processes in group development and group identity; Factors affecting group performance; Conflicts in groups; Group belongingness.

Practical
Study of structure and functioning of selected Self Help Groups (SHGs), factors influencing the success/failure of SHGs, Milk Cooperative Societies.

Suggested Readings
AHE 608  ANIMAL HUSBANDRY DEVELOPMENT  1+0  SEM - II
PROGRAMMES

Objective
To make the students aware of livestock development programmes launched by various agencies.

Theory
UNIT-I: Concept of development, social and economic development; Historical overview on Rural Development in India.
UNIT-II: Ongoing Animal Husbandry Development Programmes - NPCBB, PM assistance livestock development programme, rural development programmes with special reference to livestock- SGSY, EGS.
UNIT-IV: Understanding the functioning of livestock development institutions - DRDA, NABARD, Insurance Companies, NGOs.

Suggested Readings

AHE 609  DEVELOPMENTS IN THE CONCEPT OF  1+0  SEM - II
EXTENSION

Objective
To acquaint the students with the recent development in extension.

Theory
UNIT-I: Important concepts in extension science; various schools of thought; Systems concept in extension.
UNIT-II: Changing approaches – Farmer participatory approaches; Global concepts of extension as applied to Indian Context.
UNIT-IV: Various stake holders in Livestock development; stakeholder analysis, problem tree.

Suggested Readings
### AHE 610  
**HUMAN RESOURCE MANAGEMENT IN ANIMAL HUSBANDRY SECTOR**  

**Objective**
To expose the students in human resource management techniques and dealing with the hierarchical and organizational problems.

**Theory**
- **UNIT-II**: Training – models, methods, identification of training needs, training evaluation and developing strategies for human resource development in animal husbandry sector.
- **UNIT-IV**: Organizational communication. Organizational climate. Conflict management.
- **UNIT-V**: Organizational communication. Organizational climate. Conflict management.

**Practical**
Training needs assessment, development of training module, organization, evaluation of a training programme.

**Suggested Readings**

### AHE 611  
**GENDER AND LIVESTOCK DEVELOPMENT**  

**Objective**
To acquaint the students with the concept of gender, its importance in livestock development, livestock development polices and programmes of the government to empower women.

**Theory**
- **UNIT-II**: Policies and programmes in livestock for empowering women, Composition of livestock sector- dairying and poultry sector, Women entrepreneurship in livestock, Institutional structure in livestock production, processing and marketing- co-operatives, contract farming and SHGs, Case studies- success and failures- from the state, country and other countries.

**Suggested Readings**
AHE 612 INFORMATION AND COMMUNICATION 1+1 SEM - I
TECHNOLOGY IN LIVESTOCK DEVELOPMENT

Objective
To apprise the students about information system, networking and use of various ICT tools.

Theory
UNIT-I: ICT – concept, importance and types of tools; Development and application of ICT tools including information kiosks, E-learning.
UNIT-II: Concept of information system and networking, component of information system, information resources, sharing and networking. Types of network – PAN, LAN, WAN, Internet, AGRINET, AKIS, Indian National Agricultural Research database.
UNIT-III: ICT programmes in livestock development, Problems and prospects of ICTs in livestock development, Digitisation, Simulation models.

Practical
Study of various ICT tools in livestock development.

Suggested Readings

AHE 701 ORGANIZATIONAL MANAGEMENT 3+0 SEM - I

Objective
To acquaint the students with the general administration, management and motivational techniques for organizational change and development.

Theory
UNIT-I: Concept, approaches and functions of management. Principles and process of organization, hierarchy of organization, departmentalisation. Authority and responsibility. Components of individual behaviour in organization. Organizational climate, decision making by consensus and participation by subordinates.
UNIT-II: Motivation- nature and significance, motivational process, theories of motivation with respect to animal husbandry work. Importance of human needs, priority of needs, Managing work motivation.

Suggested Readings
Selected articles from journals.

AHE 702 FARM JOURNALISM AND PUBLIC 2+1 SEM - II
RELATIONS

Objective
To sensitize students about the role of mass media, newspapers, magazines, radio, T.V. and internet for promoting animal husbandry.
Theory

UNIT-I: Concept of farm journalism and communication. Journalism as a means of mass-communication and its role in livestock development. Opportunities, strength and limitations. Ethics and principles of journalism for effective writing.

UNIT-II: Art of writing, news items, news stories, feature articles, success stories, magazines, bulletins, folders etc. Fundamentals of lay-out in writing. Writing of research papers and popular articles in journals and farm magazines.

UNIT-III: Methods and techniques of broadcasting of farm programmes. Writing scripts for radio and televisions. Importance of public relations in veterinary and animal husbandry extension.

UNIT-IV: Rapport building with different categories of clients involved in veterinary and animal husbandry extension programmes. Art of speaking. Importance of listening and reading. Relations with press media.


Practical

Designing and preparation of news stories, feature articles, success stories related to animal husbandry. Designing and preparation of magazines, folders, popular research articles, radio and T.V. scripts. Visit to agricultural information and communication centre to record the activities of preparation, editing and publication of news articles and research publications. Exercise on the art of good speaking in class-room and field situations.

Suggested Readings

Selected articles from journals.

AHE 703 ADVANCED RESEARCH TECHNIQUES 3+1 SEM - II IN SOCIAL RESEARCH

Objective

To train the students about various research and management techniques/methods applicable to animal husbandry researches.

Theory

UNIT-I: Measurement– meaning and levels, tests, and scales. Different types of Variables.

UNIT-II: Techniques of attitude scale construction viz. paired comparison, equal appearing interval, successive interval, summated ratings, scalogram analysis.


UNIT-IV: Experimental and quasi experimental research designs. Content analysis and projective techniques.

UNIT-V: Multivariate analysis, systems analysis, principle component analysis, discriminant analysis and their application in extension education research.

Practical

Exercises on scaling techniques, attitude scale construction – Paired Comparison, Equal Appearing interval, Summated Rating Scale, Critical Incident Technique, Knowledge Test.

Suggested Readings

Selected articles from journals.

AHE 704 TRAINING FOR HUMAN RESOURCE 2+1 SEM - I DEVELOPMENT

Objective

To make the students aware of planning, implementation and evaluation of various training programmes.

Theory

UNIT-I: Concept of training and education. Training infrastructure for extension personnel and farmers in India. Role of institution, organization and participants in success of training programme.

UNIT-II: Assessment of training needs, curriculum design and development. Training strategies, models of training.

UNIT-III: Planning, development and execution of training programmes.

UNIT-IV: Training methods– Lecture, symposium, workshop, case studies, group discussion, conference, convention, panel discussion, buzz session, forum, debates,
syndicate, simulation exercises, role playing, brain storming.

UNIT-V: Evaluation and follow-up of training programmes.

Practical
Preparation of training programmes for extension personnel, livestock and poultry farmers. Evaluation of on-going training programmes.

Suggested Readings
Selected articles from journals.

**AHE 705 POLICIES AND REGULATIONS IN LIVESTOCK SECTOR**

**Objective**
To sensitize the students about policies and regulations in animal husbandry sector.

**Theory**
UNIT-II: HACCP, Sanitary and phyto-sanitary measures to protect the animals’ life and health, food safety uses in relation to animal husbandry sector. Introduction to Agreement on Technical Barriers to Trade (ATBT).

**Suggested Readings**
Selected articles from journals.

**AHE 706 EDUCATIONAL TECHNOLOGY**

**Objective**
To acquaint students with different concepts of education technology and preparation of teaching aids.

**Theory**
UNIT-II: Preparation of course outline for instructions, lesson planning. Designing instructions for theory and practical, Instructional methods and devices in class room instruction, computer aided learning. Understanding learners’ behavior, learning styles, motivating learners.
UNIT-III: Student counselling and guidance, Student evaluation – meaning and methods, construction of measuring instrument – question banking.

**Practical**
Preparation of course outline, Preparation of lesson plans, Planning and preparation of instructional aids, Individual classroom instructional exercises, Development of student evaluation instrument, Development of performance appraisal instrument for teachers.

**Suggested Readings**
Selected articles from journals.

**AHE 707 DYNAMICS OF CHANGE**

**Objective**
To make the students aware of dynamics of change, group dynamics and social change.

**Theory**
UNIT-I: Definition of change, development, social and cultural change. Dimensions, characteristics, types, rate and directions of social change. General conditions of social change.
UNIT-II: Process of change. Concept, importance and problems of planned change. Role of change agents. Approaches of change agents towards planned change. Acceptance and rejection to planned change in animal husbandry. Techniques for accelerating change.
Barrier to change—psychological, social & economical, stimulants to change: psychological, social & economical.

UNIT-IV: Agrarian changes with reference to livestock development.

Suggested Readings
Selected articles from journals.

AHE 708  ORGANIZATIONAL COMMUNICATION  2+1  SEM - I
Objective
To sensitize the students towards communication and networking to increase the efficiency of an organization.

Theory
UNIT-I: Organizational communication—its importance, function and characteristics. Understanding of organizational communication. Types of organizational communication—upward, downward, diagonal and grapevine. Communication network.
UNIT-II: Effectiveness and efficiency of organizational communication.

Practical
Studies on organizational communication patterns in animal husbandry.

Suggested Readings
Selected articles from journals.

AHE 790  SPECIAL PROBLEM  0+2  SEM - I, II
Objective
To provide expertise in handling practical research problem(s).

Practical
Short research problem(s) involving contemporary issues and research techniques.
EXTENSION EDUCATION & COMMUNICATION MANAGEMENT

List of Journals

- Communicator
- Development communication
- Economic and Political weekly
- Indian Dairyman
- Indian Farming
- Indian journal of Adult Education
- Indian Journal of Animal Research
- Indian Journal of Animal Sciences
- Indian Journal of Dairy Science
- Indian Journal of Extension Education
- Indian Journal of Gender Studies
- Indian Journal of Psychology
- Indian Journal of Public Administration
- Indian Veterinary Journal
- Journal of Agriculture Extension and Education
- Journal of Dairy Research
- Journal of Extension Systems
- Journal of Rural Development
- Journal of Training and Development
- Kurukshetra
- Yojana

e-Resources

- www.informaworld.com (Journal of Agricultural Education and Extension)
- www.blackwellpublishing.co (International Journal of Training & Development)
- www.academicjournals.net (International Journal of Dairy Science)
- www.cipav.org.co (Livestock Research for Rural Development)
- www.joe.org (Journal of Extension)

Suggested Broad Topics for Master’s and Doctoral Research

- Veterinary Education
- Training
- Communication and development
- Diffusion and adoption
- Management and entrepreneurship
- Livestock economics
- Evaluation of animal husbandry programmes