

Fundamentals of Agricultural Extension Education

*Course – EXTN 122
Semester – II Credit – 3(2+1)*

(CT- Mr. Dangade K.S)

Various Extension / Agriculture Development Programmes Launched by ICAR / Government of India:

Acronym	Programmes	Year	Key Objective
▪ IADP	Intensive Agricultural District Programme	1960	Popularly known as ' Package Programme ' to increase agricultural productivity that lead to economic growth
▪ IAAP	Intensive Agricultural Area Programme	1964	To extend the benefits of improved technology in agricultural in large area at least cost and with reduced staff strength.
▪ HYVP	High Yielding Variety Programme	1966	High input intensive, which attained self sufficiency and stopped import of food grain resulting 'Green Revolution' in the country
▪ IVLP	Institution - Village Linkage Programme	1995	Based on Scientist – farmer participatory mode technology intervention in small production System.
▪ ORP	Operational Research Project	1974-75	To test the performances of new research Results of Farmer' fields on operational level under their existing resources, socio-economic and cultural conduction.
▪ NATP	National Agricultural Technology Project	1999	Location Specific, Demand driven TOT to the farmers with research-extension-farmer linkages etc.
▪ NAIP	National Agricultural Innovation Project	2006	To Promote research in the Production to Consumption system mode, to provide livelihood security in selected disadvantaged regions, to undertaken basic and strategic research etc. which will be implemented in consortium mode.
▪ RKVK	Rashtriya Krishi Vikas Yojana	2007-08	To provide incentive to the states to achieve 4% growth rate in Agril. And allied sector in 11 th Five Year Plan.

Various Rural Development Programmes Launched by Government of India:

Acronym	Programmes	Year	Key Objective
1. SGSY	Swarnajayanti Gram Swarojgar Yojana	1999	To bring the assisted poor families above poverty line by providing income generating assisted through bank credit, govt. subsidy through group approach (SGH)
2. IAV	Indira Awas Yojana	1996	Centrally sponsored scheme to provide houses to rural BPL Families.
3. MGNREGA	Mahatma Gandhi National Rural Employment Guarantee Act	2009 2 nd October	The employment guarantee programme which provide 100 days of wages employment in a year to every rural household, to both male and female, whose adult members are willing to do unskilled manual work
4. RMK	Rashtriya Mahila Kosh	1993	To assist women BPL in undertaking income generating activities through financial Package and SHG Formation
5. IWDP	Integrated Watershed Development Programme	1989	For Development of Wasteland on Watershed basis
6. PURA	Providing Urban Amenities in Rural Area	2004	To bridge the rural urban divide and achieve balanced socio-economic development having Type A, B, C, Cluster
7. MAVIM	Mahila Arthik Vikas Mahamadal	1993	Which provide financial Support to women for economic development
8. PMRY	Prime Ministers Rozgar Yojana	2 nd Oct. 1993	To assist educated Unemployment youth to set up self employment ventures /employees
9. DRDA	District Rural Development Agency	1 st April. 1999	DRDA has Traditionally been the Principal organ at the District level to oversee the implementation of different antipoverty programme

Extension System in India :- Extension efforts in pre independence era & post-independence era :

A. Extension effort in pre-independence era:

Name of the Programmes and Place	Name of the Social Worker	Year	Key Objective
1. Shriniketan Experiment in Bagal	Rabindranath Tagore	1921	A group of eight villages selected for development of agricultural, cottage industries etc., started a youth movement called "Brartachari Movement" and "Shiksha Satra"
2. Marthandam experiment near Trivandram	Dr. Spencer Hatch	1921	From the demonstration centre at marthandam, about hundred villages were covered for improving grain vegetable seeds poultry, bee-keeping etc. through Y.M.C.A.
3. Gurgaon experiment in Punjab	Mr. F.L Brayne	1927	The programme introduced improved seeds, Implements, method of cultivation with the help of "Village Guide"
4. Firka Development Scheme in Madras State	Shri. T. Prakasam	1946	Short term objective was to develop basic amenities and long term objective was to attain self sufficiency in basic needs like food, clothing, shelter etc.

B. Post-independence era :

Name of the Programmes and Place	Name of the Social Worker	Year	Key Objective
1. Nilokheri Experiment in Punjab	Shri. S. K. Dey	1948	To rehabilitate about 7000 displaced persons from Pakistan after partition through vocational training etc.
2. The Etawah Pilot Project in Etawah district, U.P.	Albert Mayer of U.S.A.	1948	The pilot programme included introduction of improved agriculture particularly wheat crop. Animal husbandry, public health, education, cottage industry through VLW.

Transfer of Technology Programme: Lab to land programme (LLP), National Demonstration (ND), Front Line Demonstration (FLD) Krishi Vigyan Kendras (KVK), Technology Assessment and Refinement programme (TARP) of ICAR

TOT refers to entire process of technology development, processing, dissemination, and integration through research, extension and farming system keeping in view the resource, organization limitations and capabilities of the three systems to solve the problem of society.

I. LLP	Lab to Land Programme	1979	To improve economic condition of small and marginal farmers, landless agricultural labourers, SC, ST, by transfer of technology developed by agricultural Universities.
II. KVK	Krishi Vigyan Kendra	1974	To provide strong training support for bringing about production breakthrough in agriculture with some mandate i.e. specific responsibilities to perform
III. ND	National Demonstration Project	1964	First transfer of technology (TOT) Project through ICAR on Major food crops through demonstration by for TOT to the farmers.
IV. FLD	Front Line Demonstration Principle: Seeing is Believing	—	To demonstrate the productive potential of newly released technologies to farmers' conditions. To get first hand feedback on the contributory or limiting factors for achieving the productive potential of the new technology To prepare technical leadership in the village, and To organise need based training programmes for Subject Matter Specialists, Extension Workers, Farmers etc.

• TARP	Technology Assessment and Refinement programme (TARP) of ICAR	---	The activities of Division of Agricultural Extension include technology assessment, refinement, and transfer, aiming to bridge the gap between the technology developed at research stations and its adoption at field level. Major projects of the Division are Krishi Vigyan Kendra (KVK), Trainers Training Centre (TTC), Technology Assessment and Refinement through Institution-Village Linkage Programme (IVLP), and Agricultural Technology Information Centre (ATIC).
---------------	---	-----	--

✓ Give Full forms

1. **MAVIM** – Mahila Arthik Vikas Mahamandal
2. **MSY** - Mahila Samridhi Yojana
3. **ICDS** – Integrated Child Development Scheme
4. **DWCRA** – Development of Woman and Children in Rural Areas
5. **WDP**–Watershed Development Programme
6. **ATIC**– Agricultural Technology Information Centre
7. **ATMA** – Agricultural Technology Management Agency
8. **NES** – National Extension Service
9. **HYVP** – High Yielding Varieties Programme
10. **IVLP** – Institutional Village Linkage Programme
11. **NATP** – National Agricultural Technology Project
12. **IRDP** – Integrated Rural Development Programme
13. **SGSY**–Swarnajayanti Gram Swarajgar Yojana
14. **ITDP** -Integrated Tribale Development Programme
15. **PMRY** – Prime Minister's Rozgar Yojana
16. **NHM** – National Horticultural Mission
17. **KCC** – Kisan Call Centres
18. **CRS** - Community Radio Stations
19. **TOT** – Transfer of Technology
20. **KVK** – Krishi Vigyan Kendra

Match the Pair

1. **New trend in extension** - Privatization
2. **National Extension Services** - 1953
3. **Nilokheri attempt/Experiment** – S. K. Dey
4. **Marthandam attempt** – Spencer Hatch
5. **Panchayat Samiti** – Block level
6. **Etawah Project** – Albert Mayer
7. **Shantiniketan Attempt** – Ravindranath Tagore

Fill in the blanks:

1. The term Extension Education was first coined by **Cambridge University**.
2. Community development programme was started in the year **1952**.
3. Institution Village Linkage Programme was started in the year **1999**.
4. **President** of Zilla Parishad is the Chairman of standing Committee of Zilla Parishad.
5. The word extension is derived from the Latin roots 'Ex' meaning 'out' and 'Tensio' meaning 'stretching'.
6. Panchayati Raj was introduced in India by recommendation of **Balwantrai Mehata** committee.
7. **Gram Sevak** act as a secretary of Grampanchayat.
8. Etawah pilot project was started by **Albert Mayer**.
9. Extension work is democratic both in its Philosophy and **Procedure**.
10. **Evaluation** is the process or method of determining the worth or quality of something.
11. **Channels** are the bridges between the sender and receiver of messages.
12. **Diffusion** is the process by which innovation is spread to members of a social system.
13. The word communication is derived from the Latin word **Communis**.
14. Report of recent events is known as **News**.
15. Professional training imparted to the people prior to appointment is referred as **Pre-service**.
16. First Krishi Vigyan Kendra was established in **1974** at **Pondicherry**.
17. At **Persuasion** stage, an individual becomes more psychologically involved with the innovation.
18. **Training** means to educate a person so as to be benefited, qualified and become proficient in doing some Jobs.
19. In India the Kisan Call Centers (KCC) are Presently using a toll free telephone number **1800-180-1551**.
20. **Internet** is the global network of computers.
21. **Conference** is the gathering of people for a brief period for intensive discussion.
22. In email 'e' stands for **Electronic**.
23. LLP was launched by **ICAR** as a part of its Golden Jubilee Celebrations.
24. Full form of PRA is **Participatory Rural Appraisal**.
25. **Code** is a system of signals for communication.
26. Communication is **Latin Word**.
27. **Video conferencing** is audio plus visual conferencing for group of people located in distant cities.
28. The purpose of treatment of message is to make the message **clear, understandable and realistic** to audience.
29. **Monitoring** is a continuous process, while evaluation is a one shot operation.
30. Evaluation are conducted before programme completion.
31. **Result Demonstration** is useful to compare two technologies.
32. KVK (Krishi Vigyan Kendra) is scheme is formulated by Committee.

Define the following terms :

- **Internet-** Is the worldwide network of computer.
- **Television-** is an audio – visual electronic medium which provides motion pictures with synchronized sound used to inform, educate and entertain people.
- **Result Demonstration-** a result demonstration is an extension teaching method in which superiority of results of a practice is shown by comparing it with old practice or practice in vogue.
- **Monitoring-** Monitoring simply means to keep a watch on what is happening. It is continuous process which starts and ends with a programme. Or Monitoring can be defined as frequent largely routine-wise collection and analysis of and reporting on information about the performance of the work in programme or project, comparison of this with the programme or project plan and connected discussion about and proposals for any corrective action.
- **Training-** is a system for changing behaviour in order to produce an increase in quantity or an improvement in quality of an individual's contribution to the goals of an organization. Or Training means to educate a person so as to fitted, qualified, proficient in doing some job.
- **Communication-** is a process of exchange ideas, facts, fillings or impressions in ways that each gain common understanding of the meaning, intend and use of message.
- **Adoption-** is a decision to make full use of an innovation as the best course of action available.
- **Objectives-** are expression of the ends towards which our efforts are directed.
- **Farm and Home Visit-** it is direct, face to face type of individual contact by the extension worker with the farmers and or the members of family at their farm or home for one or more specific purpose connected with extension.
- **Diffusion-** it is the process by which the innovations are communicated through channels over time among the members of social system.
- **Exhibitions-** An exhibition is a planned or systematically arranged display of models, specimen, posters, charts, and products, etc. presented to public view for instruction, competition and advertising, sale or entertainment.
- **Extension-**It is that type of education which is stretched out to people in the rural areas and near beyond the limits of educational institutions.
- **Extension Programme -** It is a statement of Situation, objective, problems, and solutions.

- **Agricultural Extension** - as an educational programme to be undertaken by public agencies to activate the process of transferring knowledge, science and technology from laboratories to people.
- **Rural Development**—may be defined as an overall development of rural areas to improve the quality of life of rural people.
- Gram panchayat
- **Gramsevak** - He is paid secretary of gram Panchyat. He is appointed by Z.P. he is a official person.
- **Democracy** - The word Democracy is derived from the Greek roots 'Cracy' meaning rule and demos meaning the people it is governance of the people, by the people, for the people the emphasis
- **Community**- A community is a group of people, who live in a geographical area and have interest in each other for the purpose of making a living.

Definitions: (Major)

- **Education** – education is defined as the production of desirable changes in the human behaviour i.e. bringing about of desired changes in knowledge, attitude, and skill.
- **Extension Education** – According to Ensminger (1957) extension is education and that its purpose is to change attitudes and practices of the people with whom the work is done.
- **Agricultural Extension** - as an educational programme to be undertaken by public agencies to activate the process of transferring knowledge, science and technology from laboratories to people. Or Process of TOAT for bringing desirable change in individual, group, community. Or Agricultural extension is known as the application of scientific research and new knowledge to agricultural practices through farmer education.
- **Rural Development** – World Bank defines Rural development is a strategy designed to improve the economic and social life of a specific group of people -the rural poor. It involves extending the benefits of development to the poorest among those who seek a livelihood in the rural areas. The group include small scale farmer, tenants and the landless.
- **Community Development**- CD is a movement designed to promote better living for the whole community with the active participation and on the initiative of the community.

- **Panchayati Raj** – the concept behind panchayat raj is that the people in the village should undertake the responsibility of governing themselves. This is the democracy at the grass roots. In simple world the concept is that the rural people should manage their own affairs.
 - It is the system of government where powers are decentralised at the grass root levels, horizontally; it is a network of village panchayat. Vertically, it is an organic growth of panchayat rising upto national level.
- **Communication** – is a process by which two or more people exchange ideas, facts, feeling, impression in ways that each gain a common understanding of meaning, intent and message. **(Leagans, 1961)** Or Communication is anything that conveys meaning that carries a message from one person to another. **(Brooker)**
- **Evaluation** – latin word 'valeria' means to be strong or valiant. It is dictionary meaning is determination of the value or estimation of the force for making a judgement of something.

Types – Based on formalness, Informal & Formal evaluation, **Based on evaluating agency** – Self, Internal & External evaluation, **Based on time of Evaluation** – Concurrent & Ex-post evaluation.
- **Training** – Training is a process by which the desire, Knowledge, Attitude, Skill, and ideas are inculcated, Fostered and reinforced in an organism (Lynton and Pareek, 1967)
- **Transfer of Technology (TOT)** – TOT refers to the entire process of technology development, processing, dissemination and integration through research, extension and farming systems keeping in view the resources, organization limitation and capabilities of the three systems to solve the problems of society. **Technology** Greek word 'Techno'- Art of doing, 'Logus' – Knowledge or study.
- **Extension Teaching Method** – may be defined as a sequence of progressive steps, undertaken to create situation that are conducive to effective learning Or Extension teaching Methods are the devices used to create situation in which communication can take place between and instructor and that learner.
- **Human Resource Development** – refers to enhancing capacity and efficiency of human being for performing any specific work. HRD could be developed through training.
- **Training Institutes in India** - ICAR institutes, State Agricultural University (SAUs), Advance centres of training (ACT), National Institute of Agricultural Extension Management (MANAGE), Extension Education Institutes (EEIs), State Level Training Centres, Gramsevek Training Centres/ Extension Training Centres, Farmers training centres (FTCs) Krishi Vigyan Kendra (KVKs).

- **Audio Visual Aids**– are instructional devices which are used to communicate message more effectively through sound and visual. The instructional device through the message can only be heard are known as **Audio Aids**. The instructional devices which help to visualize the message are known as **Visual Aids**. The instructional devices through which the message can be heard and seen simultaneously are known as **Audio-Visual Aids**.
- **Agricultural Journalism** – is journalism as applied to agricultural i.e. agricultural journalism is a profession of connecting or writing in agricultural and allied subjects for a journal, which may be a newspaper, a magazine, radio, a television. **Journalism** – means the collection and editing of material of current interest for presentation, Publication, or broadcast.
- **Journal** – is defined as a register of a diary of public events which has a definite periodicity of publications say a daily, weekly, bi-weekly, fortnightly and monthly so on.
- **Diffusion** – it is process by which an innovation is communicated through certain channels over time among the members of the social system. It is special types of communication that message are connected with new ideas.
- **Adoption** –It is a decision to make full use of innovation as the best course of action amiable.
- **Innovation** –It is an idea, practice or object that is perceived as new by an individual or other unit of adoption.
- **Innovation Decision Process** –According to Rogers (1983,1995) the innovation decision process through which an individual passes from first knowledge of an innovation, to forming an attitude towards the innovation, to a decision to adopt or reject, to implementation and use of the new idea, and to confirmation of this decision. (**Stages – Knowledge, Persuasion, Decision, Implantation, Confirmation**)
- **Innovativeness** – It is the degree to which an individual is relatively earlier in adopting new ideas than other members of society.

Important Questions:

Education

1. Define the term Education. Differentiate between Formal and Informal Education.
2. Give the differences between formal education and extension education

Extension Education

3. Enlist the Principle of Extension Education and discuss in detail any two of them.
4. What are the objective of Extension Education?
5. Explain Broad Based extension with respect to its area.
6. State and explain areas in broad basing of agricultural extension.
7. Differentiate between extension education and Community Development.
8. Define Agricultural Extension. State the objectives of Extension Education.

Extension Programme Planning

9. Explain the steps in Programme Planning process.
10. Enlist the Principles of Extension programme planning and describe any two of them.
11. What is the programme planning? Explain the steps in programme planning process in brief by giving well labelled diagram.
12. What is Programme Planning? Describe the steps of Programme Planning.
13. Write down the steps in Extension Programme planning and explain last step in detail.

New Trends in Agricultural Extension

14. *Enlist the New trends in agricultural extension and Explain new trends in Extension Privatization.*
15. *What do you mean by Internet? Describe the benefits of internet.*
16. *What is Internet? Describe its purpose.*

Various Extension/ Agricultural Development Programme

17. *State various agricultural/extension development programmes and explain any four in detail.*

Various Rural Development Programme

18. *State various rural development programmes and explain any four in detail.*

Rural Development

19. Define 'Rural Development'. State and explain problems in rural development.
20. Write a short note on Rural Development.
21. Define rural development. State the problems in development programmes in India.
22. Enlist earlier efforts of rural development in India and describe any two of them in detail and Describe Gurgaon attempt.
23. Describe in short Firka Development attempt.

Community Development

24. What do you mean by community development? Differentiate between community development and extension education.
25. Differentiate between community development and extension education.

Democratic Decentralization

26. What is Panchayati Raj System? Explain the Functions of Gram Panchayat.

Evaluation in Extension

27. State the importance of evaluation in Agricultural Extension.
28. What do you mean by evaluation? Write down its types.
29. Write short notes of Evaluation
30. Distinguish between monitoring and Evaluation.

Transfer of Technology Programme

31. Define the term Transfer of Technology (TOT). Give the difference between result demonstration and method demonstration. (Short Notes Method Demonstration)
32. *State various transfer of technology programme and explain any two in detail.*
33. Define method demonstration and explain the steps followed for method demonstration.
34. Spell out TOT and KVK. Write short notes Transfer of Technology.
35. Enlist the Transfer of technology programme and discuss in detail any one of them.
36. Write a note on Krishi Vigyan Kendra & Lab to Land Programme.

Capacity building of extension personal and farmer

37. Enlist the different activities of Village Extension Worker.
38. Define the term Training. Give the types of training according to stages of career.
39. Define Capacity building. Enlist the Various types of trainings and Explain any one of them.
40. Define training. Explain brief the type of training
41. Write a brief note of Human Recourse Development.
42. What do you mean by Capacity building? Enlist the Various types of training and describe any two in brief.
43. Distinguish between Training and Education and Write down Training institutes in India.

Extension Teaching Methods and Audio-Visual Aids

44. Define Extension Teaching Method with suitable example. Enlist individual contact methods with its merits and demerits.
45. What do you by extension teaching methods? Classify them with suitable examples.
46. Define Extension teaching methods. Classify the extension teaching methods with suitable example.
47. What are the factors influencing the selection and combination of extension methods?
48. Define the term extension teaching methods. Give the classification of extension teaching methods according to use and form.
49. Classify the audio-visual aids in detail.
50. Write a short note on Group Discussion.
51. Describe the concept of Group Discussion and the types of group discussion.
52. Narrate the type of Group Discussion.
53. Explain the different group discussion technique.

Communication

54. Define communication. State the various models of communication and explain S-M-C-R-E model of communication.
55. Explain the concept of communication and describe the elements of communication.
56. Describe the barriers of communication.
57. Explain the process of communication with neat labelled diagram of leagan's model.
58. Define the term communication and give different models of communication.
59. Enlist all elements of communication system. Write the characteristics of extension of good message.

Agricultural Journalism

60. What do you mean by agricultural journalism? State its scope and importance in agriculture.
61. Define News. State the merits and different sources of news.
62. Write a short note Agricultural Journalism or News.
63. What do you mean by agricultural journalism? Write down its functions.
64. Explain the function of Agricultural Journalism.
65. Define the term News. Give different kinds of news story and write down advantages and limitations of the news.

Diffusion and Adoption of Innovation.

66. Define the term Innovation? Explain the different stages of Innovation Decision Process.
67. Describe the factor influencing the adoption process.
68. What do you mean by innovation explain in brief the adopters categories on the basis of innovativeness.
69. What is Innovativeness? Describe the adopter categories with their characteristics.
70. Define adoption and explain the characteristics of the adopter's categories.
71. Write down the characteristics of an innovation.
72. Give the different adopter categories and their important characteristics.

Extension Administration and Management

73. What do you mean by Extension Administration? Describe Principle and functions of administration.
74. Write a brief note on Extension administration and management.