

DEPARTMENT OF AGRICULTURAL EXTENSION AND COMMUNICATION
B. A. COLLEGE OF AGRICULTURE
ANAND AGRICULTURAL UNIVERSITY
ANAND – 388 110 (GUJARAT, INDIA)

Activities of the department:

1. Teaching

The department is engaged in teaching undergraduate students admitted to a bachelor's degree in agriculture and postgraduate students admitted to master's and doctoral degree programmes in agricultural extension and communication.

a. Undergraduate Teaching: The courses taught at the undergraduate level are as follows.

Table 1: Undergraduate courses (as per the ICAR fifth deans committee) offered in the department

Sr. No.	Course No	Course title	Credits	Semester
1.	Ag.Extn. 3.1	Fundamentals of Agricultural Extension Education	(2+1)	3 rd
2.	Ag.Extn. 4.2	Fundamentals of Rural Sociology & Educational psychology	(2+0)	4 th
3.	Ag.Extn. 5.3	Communication skills and Personality Development	(1+1)	5 th
4.	Ag.Extn. 6.4	Entrepreneurship Studies and Business Communication	(1+1)	6 th
5.	Ag.Extn. 7.9	Rural Agricultural Work Experience (RAWE) & Agro-Industrial Attachment (AIA)	(0+20)	7 th

a. Student READY (Rural Agricultural Work Experience (RAWE) & Agro-Industry Attachment (AIA) Programme: Planning, organization and execution of RAWE & AIA for the seventh semester B.Sc. (Agri.) students during each academic year.

Table 2: The different phases of RAWE & AIA Programme

Sr. No.	Name of Phase	Phase Code	Duration	Credit
1.	Orientation Phase	OP 7.1	2 week	0+2
2.	On Campus Training Phase	OCT 7.2	3 week	0+3
3.	Research Station Attachment	RSA 7.3	2 week	0+2
4.	Village and KVK Attachment	VKA 7.4	3 week	0+3
5.	Project Report Preparation	PRP 7.7	2 week	0+2
6.	Agro-Industrial Attachment	AIA 7.5	6 week	0+6
7.	Exposure Tour	ET 7.6	2 week	0+2
Total			20 weeks	20

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b. Postgraduate Teaching: The Department has guided 349 M.Sc. (Agri.) and 54 Ph.D. students in Agricultural Extension and Communication until June 2021. At present, 14 M. Sc. students and 18 Ph.D. students are studying in the department.

- 1) Postgraduate teaching (Agriculture faculty)
- 2) Postgraduate teaching (Veterinary faculty)

Table 3: Postgraduate courses offered in the department (Agriculture and Veterinary faculty)

Sr. No.	Subject Title with Subject Code	Credits Hours	Credit hours per week
ODD Semester (M.Sc.)-Compulsory courses			
1.	EXT 501 Development Perspective of Extension Education	1+1	03
2.	EXT 504 Research Method in Behavioral Sciences	2+1	04
3.	EXT505 E- Extension	2+1	04
4.	EXT 507 Human Resource Development	2+1	04
5.	EXT 591 Master Seminar	1+0	01
EVEN Semester (M.Sc.)-Compulsory courses			
6.	EXT 502 Development communication and Information Management	2+1	04
7.	EXT503 Diffusion and Adoption of Innovations	2+1	04
8.	EXT 506 Entrepreneurship Development and Management in Extension	2+1	04
9.	PGS 505 Agricultural Research, Research Ethics and Rural Development	1+0	01
M.Sc.- Optional courses			
10.	EXT 508 Visual Communication	2+1	04
11.	EXT 509 Participatory Methods for Technology Development and Transfer	1+1	03
12.	EXT 510 Gender Sensitization for Development	1+1	03
13.	EXT 511 Perspectives of Distance Education	2+0	02
14.	EXT 512 Market-Led Extension	2+0	02
15.	EXT 513 Entrepreneurship Development	1+1	03
16.	EXT 592 Special Problem	2+0	02
ODD Semester (Ph.D.) Compulsory courses			
17.	EXT 603 Advances in Training Technology	2+1	04
18.	EXT 605 Advanced Instructional Technology	2+1	04
EVEN Semester (Ph.D.) Compulsory courses			
19.	EXT 691-Doctoral Seminar - I	1+0	02

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20.	EXT 602-Advanced Design and Techniques in Social Science Research	2+1	04
21.	EXT 604-Organizational Development	2+1	04
22.	EXT 692-Doctoral Seminar - II	1+0	01
Ph.D.-Optional courses			
23.	EXT 606: Theory Construction in Social Sciences	2+0	02
24.	EXT 607: Advanced Management Techniques	2+1	04
25.	EXT 608: Media Management	2+1	04
26.	EXT 609: Transfer of Technology in Agriculture	2+1	04
ODD Semester (M.V.Sc.)-Compulsory courses			
27.	AHE 601-Fundamentals of Veterinary and Animal husbandry Extension	2+1	04
28.	AHE 609-Developments in the concept of Extension	1+0	01
29.	AHE 606-Research Methodology in Veterinary and Animal husbandry Extension	2+1	04
30.	AHE 610-Human Resource Management in Animal Husbandry sector	2+1	04
31.	AHE 607-Social Psychology and Group Dynamics	2+1	04
32.	AHE 608-Animal Husbandry Development Programme	1+0	01
33.	AHE 611-Gender and Livestock Development	1+0	01
34.	AHE 691-Master's Seminar	1+0	01
EVEN Semester (M.V.Sc.)-Compulsory courses			
35.	AHE 602-Communication for Livestock Development	1+1	03
36.	AHE 603-Diffusion and Adoption of Animal Husbandry Practices	2+1	04
37.	AHE 604-Extension Techniques and Audio Visual Aids	2+1	04
38.	AHE 6-Animal Husbandry Programmes Planning and Evaluation	2+1	04
39.	AHE 612-Information and Communication Technology in Livestock Development	1+1	03
ODD Semester Ph.D. (Veterinary faculty) -Compulsory courses			
40.	AHE 703 Advanced Research Techniques in Social Research	2+0	02
41.	AHE 704 Training for Human Resource Development	2+1	04
42.	AHE 790 Special Problem	0+2	04
Even Semester Ph.D. (Veterinary faculty) -Compulsory courses			
43.	AHE 701 Organizational Management	3+0	03
44.	AHE 706 Educational Technology	2+1	04
45.	AHE 708 Organizational Communication	2+1	04