

**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 <sup>rd</sup>
2.	Ag.Extn. 4.2	Fundamentals of Rural Sociology & Educational psychology	(2+0)	4 <sup>th</sup>
3.	Ag.Extn. 5.3	Communication skills and Personality Development	(1+1)	5 <sup>th</sup>
4.	Ag.Extn. 6.4	Entrepreneurship Studies and Business Communication	(1+1)	6 <sup>th</sup>
5.	Ag.Extn. 7.9	Rural Agricultural Work Experience (RAWE) & Agro-Industrial Attachment (AIA)	(0+20)	7 <sup>th</sup>

**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 weeks	0+2
2.	On Campus Training Phase	OCT 7.2	3 weeks	0+3
3.	Research Station Attachment	RSA 7.3	2 weeks	0+2
4.	Village and KVK Attachment	VKA 7.4	3 weeks	0+3
5.	Project Report Preparation	PRP 7.7	2 weeks	0+2
6.	Agro-Industrial Attachment	AIA 7.5	6 weeks	0+6
7.	Exposure Tour	ET 7.6	2 weeks	0+2
<b>Total</b>			<b>20 weeks</b>	<b>20</b>

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- b. Postgraduate Teaching:** The Department has guided 359 M.Sc. (Agri.) and 63 Ph.D. students in Agricultural Extension and Communication until March 2024. At present, 15 M. Sc. students and 09 Ph.D. students are studying in the department.

**Postgraduate Teaching (BSMA Approved Courses) (According to 5<sup>th</sup> Deans Committee)**

**Table 3: Postgraduate courses offered in the department**

Sr. No.	Subject Title with Subject Code	Credits Hours	Credit hours per week
<b>ODD Semester (M.Sc.)-Compulsory courses</b>			
1.	EXT. 501 Extension Landscape	1+1	03
2.	EXT. 502 Applied Behaviour Change	2+1	04
3.	EXT. 504 Research Methodology in Extension	2+1	04
4.	EXT. 505 Capacity Development	2+1	04
5.	EXT 591 Masters Seminar	1+0	02
<b>EVEN Semester (M.Sc.)-Compulsory courses</b>			
6.	EXT. 503 Organisational Behaviour and Development	2+1	04
7.	EXT. 506 ICTs For Agricultural Extension and Advisory Services	2+1	04
8.	EXT. 507 Evaluation and Impact Assessment	2+1	04
9.	PGS 505 Agricultural Research, Research Ethics and Rural Development	1+0	01
<b>M.Sc.- Minor Courses</b>			
10.	EXT-508 Managing Extension Organizations	2+1	04
11.	EXT-509 Enabling Innovation	1+1	03
12.	EXT-510 Gender Mainstreaming	2+1	04
<b>ODD Semester (Ph.D.) Compulsory courses</b>			
13.	EXT-601 Policy Engagement and Extension	2+1	04
14.	EXT-604 Educational Technology and Instructional Design		
<b>EVEN Semester (Ph.D.) Compulsory courses</b>			
15.	EXT 691 Doctoral Seminar - I	1+0	02
16.	EXT-602 Methodologies for Social and Behavioural Research	2+1	04
17.	EXT-603 Technology Commercialization and Incubation	2+1	04
18.	EXT 692 Doctoral Seminar - II	1+0	01

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<b>Ph.D.-Minor courses</b>			
19.	EXT-605 Risk Management and Climate change Adaptation	2+0	02
20.	EXT-606 Livelihood Development	1+1	03
21.	EXT-607 Facilitation for People centric development	2+1	04