

**Objective(s)**

To impart the knowledge for the students regarding the different methods used for transfer of agricultural technology. To enhance the skills in using different methods in transfer of agricultural technology

**Unit I**

Communication – Meaning, Definition, Models, Elements and their Characteristics, Types and Barriers in communication. Extension Programme Planning – Meaning, Definitions of Planning, Programme, Project, Importance, Principles and Steps in Programme Development Process, Monitoring and Evaluation of Extension Programmes.

**Unit II**

Extension teaching methods – Meaning, Definition, Functions and Classification. Individual contact methods – Farm and Home visit, Result Demonstration, Field trials – Meaning, Objectives, Steps, Merits and Demerits. Group contact methods – Group discussion, Method demonstration, Field Trips – Meaning, Objectives, Steps, Merits and Demerits. Small group discussion techniques – Lecture, Symposium, Panel, Debate, Forum, Buzz group, Workshop, Brain Storming, Seminar and Conference.

**Unit III**

Mass contact Methods – Campaign, Exhibition, Kisan Mela, Radio & Television – Meaning, Importance, Steps, Merits & Demerits. Factors influencing in selection of Extension Teaching Methods and Combination (Media Mix) of teaching methods.

**Unit IV**

Agricultural Journalism – Meaning, Scope and Importance, Sources of news, Types, Merits and Limitations.

**Unit V**

ATIC, KVK, DVK, Innovative Information sources – Internet, Cyber Cafes, Motion picture or movies, chart, Kisan call centers; Mobile Technology in TOT- *I-khedut*, *e-krishikiran*, SMS, KKMS Video chatting, Video conferencing, Mobile Apps, Cloud computing etc and Consultancy clinics.

**Reference Book(s):**

1. Teaching Extension Education by S. K. Waghmare published by Prashant Publishers, VVNagar
2. Extension and Communication for Agricultural Development by G. R. Ray
3. Integrated Extension Education by S. V. Supe published by Agrotech publishing Academy, Udaipur.
4. Agricultural by S. V. Supe published by Agrotech publishing Academy, Udaipur
5. Information Technology for Agricultural Production, Education and management by N. B. Chauhan, M. K. Zhala, and J. G. Sarvaiya ISBN: 81-89304-08-9

**Practical(s):**

1. Simulated exercises on communication.
2. Identifying the Problems, Fixing the Priorities and selecting a most important problem for preparation of a project.
3. Developing a project based on identified problems in a selected village.
4. Organization of Group discussion and Method demonstration.
5. Visit to KVK.

6. Planning and Writing of scripts for Radio and Television.
7. Audio Visual aids – Meaning, Importance and Classification. S
8. Election, Planning, Preparation, Evaluation and Presentation of visual aids.
9. Planning & Preparation of visual aids – Charts, Posters, Over Head Projector, (OHP) Transparencies, Power Point Slides.
10. Planning and Preparation of Agricultural Information materials – Leaflet, Folder, Pamphlet, News Stories, Success Stories.
11. Handling of Public Address Equipment (PAE) System, Still camera, Video Camera and Liquid Crystal Display (LCD) Projector.