

**MASTER OF SCIENCE (AGRICULTURE-EXTENSION EDUCATION) – SECOND SEMESTER**

<b>Second Semester</b>			
<b>S. No.</b>	<b>Name of Subject</b>	<b>Credits</b>	<b>Total Marks</b>
1	E-Extension	5	100
2	Entrepreneurship Development and Management In Extension	5	100
3	Human Resource Development	5	100
4	Participatory Methods For Technology Development and Transfer	5	100
5	Research-II	4	100
<b>Total</b>		<b>24</b>	

**Subject Name:** E-EXTENSION

**UNIT I**

ICTs- Concept, definition, tools and application in extension education. Reorganizing the extension efforts using ICTs, advantages, limitations and opportunities.

**UNIT II**

ICTs projects, case studies in India and developing world. Different approaches (models) to ICTs. ICT use in field of extension- Expert systems on selected crops and enterprises; Self learning CDs on package of practices, diseases and pest management, Agricultural web sites and portals related crop production and marketing etc.

**UNIT III**

Community Radio, Web, Tele, and Video conferencing. Computer Aided Extension. Knowledge management, Information kiosks, Multimedia. Online, Offline Extension. Tools-Mobile technologies, e-learning concepts.

**UNIT IV**

ICT Extension approaches-pre-requisites, information and science needs of farming community. Need integration. Human resource information. Intermediaries. Basic e-extension training issues. ICT enabled extension pluralism. Emerging issues in ICT.

**Practical**

Agril.content analysis of ICT Projects. Handling of ICT tools. Designing extension content. Online extension service. Project work on ICT enabled extension. Creation of extension blogs. Visit to ICT extension projects.

### **Suggested Readings**

1. Batnakar S & Schware R. 2000. *Information and Communication Technology in Development-Cases from India*. Sage Publ.
2. Meera SN. 2008. *ICTs in Agricultural Extension: Tactical to Practical*. Ganga-Kaveri Publ. House. JangamWadiMath, Varanasi.
3. Willem Zip. 1994. *Improving the Transfer and Use of Agricultural Information – A Guide to Information Technology*. The World Bank, Washington.

**Subject Name:** ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT IN EXTENSION

### **Theory**

Entrepreneurship – Concept, characteristics, Approaches, Theories, Need for enterprises development. Agri – entrepreneurship – Concept, characteristics, Nature and importance for sustainable Livelihoods. Traits of entrepreneurs – Risk taking, Leadership, Decision making, Planning, Organising, Coordinating and Marketing, Types of Entrepreneurs. Stages of establishing enterprise – Identification of sound enterprise, steps to be considered in setting up an enterprise, feasibility report, product selection, risk and market analysis, legal requirements. Project Management and Appraisal – Market, Technical, Financial, Social Appraisal of Projects. Management – Meaning, concept, nature and importance, Approaches to management, Levels of management, Qualities and skills of a manager. Extension Management – Meaning, Concept, Importance, Principles of management, Classification of Functions of Management. Planning – Concept, Nature, Importance, Types, Making planning effective. Change Management – factors, process and procedures. Decision making – Concept, Types of decisions, Styles and techniques of decision making, Steps in DM Process, Guidelines for making effective decisions. Organizing – Meaning of Organization, Concept, Principles, Organizational Structure, Span of Management, Departmentalization, Authority and responsibility, Delegation and decentralization, line and staff relations. Coordination – Concept, Need, Types, Techniques of Coordination. Interpersonal relations in the organization. Staffing – Need and importance, Manpower planning, Recruitment, Selection, Placement and Orientation, Training and Development – Performance appraisal – Meaning, Concept, Methods. Direction – Concept, Principles, Requirements of effective direction, Giving orders, Techniques of direction. Leadership – Concept, Characteristics, Functions, Approaches to leadership, Leadership styles. Organizational Communication – Concept, Process, Types, Net Works, Barriers to Communication. Managing work motivation – Concept, Motivation and Performance, Approaches to motivation. Supervision – Meaning, Responsibilities, Qualities and functions of supervision, Essentials of effective supervision. Managerial Control – Nature, Process, Types, Techniques of Control, Budgeting, Observation, PERT and CPM, MIS.

### **Practical**

Field visit to Successful enterprises-Study of Characteristics of Successful entrepreneurs Development of Project Proposal -Case Studies of Success / Failure enterprises-Exercise on Market Survey-Field visit to Financial institutions-Simulated exercise to understand management process-Field visit to extension organizations to understand the functions of management -Group exercise on development of short term and long term plan-Simulated exercise on techniques of decision making-Designing organizational structure -Group activity on leadership development skills.

### **Suggested Readings:**

1. Gupta CB. 2001. Management Theory and Practice. Sultan Chand & Sons.
2. Indu Grover. 2008. Handbook on Empowerment and Entrepreneurship. Agrotech Public Academy.
3. Khanka SS. 1999. Entrepreneurial Development. S. Chand & Co.
4. Singh D. 1995. Effective Managerial Leadership. Deep & Deep Publ.
5. Tripathi PC & Reddy PN. 1991. Principles of Management. Tata McGraw Hill.
6. Vasanta Desai. 1997. Small Scale Industries and Entrepreneurship. Himalaya Publ. House.

### **Subject Name:** HUMAN RESOURCE DEVELOPMENT

#### **Theory**

Human Resource Development – Definition, Meaning, Importance, Scope and Need for HRD; Conceptual frame work, inter disciplinary approach, function systems and case studies in HRD; HRD Interventions – Different Experiences; Selection, Development & Growth- Selection, Recruitment, Induction Staff Training and Development, Career planning; Social and Organizational Culture: Indian environment perspective on cultural process and social structure, society in transition; Organizational and Managerial values and ethics, organizational commitment ; Motivation productivity -job description – analysis and evaluation; Performance Appraisal. Human Resource management: Collective bargaining, Negotiation skills; Human Resource Accounting (HRA): What is HRA? Why HRA? Information Management for HRA and Measurement in HRA; Intra personal processes: Collective behaviour, learning, and perception ; Stress and coping mechanisms; Inter-Personal Process, Helping Process – communication and Feedback and interpersonal styles; Group & Inter group process: group information and group processes; Organizational communication, Team building Process and functioning, Conflict management, Collaboration and Competition; HRD & Supervisors: Task Analysis; Capacity Building – Counseling and Mentoring; Role of a Professional Manager: Task of Professional Manager – Responsibility of Professional Manager; Managerial skills and Soft Skills required for Extension workers; Decision Making: Decision Making models, Management by Objectives; Behavioural Dynamics : Leadership styles – Group dynamics. Training – Meaning, determining training need and development strategies – Training types, models, methods and evaluation; Facilities for training – Trainers training – techniques for trainees participation; Research studies in training extension personnel; Main issues in HRD: HRD culture and climate – organizing for HRD – emerging trends and Prospective.

#### **Practical**

Visit to different training organizations to review ongoing activities & facilities; Analysis of Training methods followed by training institutions for farmers and extension workers Studies on evaluation of training programmes; Study of HRD in organization in terms of performance, organizational development, employees' welfare and improving quality of work life and human resource information, Presentation of reports.

### **Suggested Readings:**

1. Agochiya D. 2002. Every Trainer's Handbook. Sage Publ.
2. David Gross. 1997. Human Resource Management - The Basics. TR Publ.
3. Davis Keth & Newston W John 1989. Human Behaviour at Work. 8th Ed. McGraw-Hill.
4. Hersey Paul & Balanchard H Kenneth. 1992. Management of Organizational Behaviour Utilizing Human Resource. 5th Ed. Prentice-Hall of India.

5. Knoontz Harold & Weihhrich Heinz 1990. Essentials of Management. 5th Ed. McGraw-Hill.
6. Lynton RP & Pareek U. 1993. Training for Development. DB. Taraporewale Sons & Co.
7. Punna Rao P & Sudarshan Reddy M. 2001. Human Resource Development Mechanisms for Extension Organization. Kalyani Publ.
8. Rao TV. 2003. Readings in Human Resource Development. Oxford Publ. Co.
9. Silberman Mel. 1995. Active Training. Press Johnston Publ. Co., New Delhi.
10. Singh RP. 2000. Management of Training Programmes. Anmol Publ.
11. Subba Rao P. 2005. Management & Organizational Behaviour. Himalaya Publ. House.
12. Sundaram RM, Gupta V, George SS. 2006. Case Studies in Human Resource Management. ICFAI, Hyderabad.
13. Tripathi & Reddy. 2004. Principles of Management. Tata McGraw-Hill.
14. Wayne MR & Robert MN. 2005. Human Resource Management. International Ed. Pearson Prentice Hall

**Subject Name:** PARTICIPATORY METHODS FOR TECHNOLOGY DEVELOPMENT AND TRANSFER

### **Theory**

Participatory extension – Importance, key features, principles and process of participatory approaches; Different participatory approaches (RRA, PRA, PLA, AEA, PALM, PAR, PAME, ESRE, FPR) and successful models. Participatory tools and techniques. Space Related Methods : village map (social & resource), mobility services and opportunities map and transect; Time related methods : time line, trend analysis, seasonal diagram. Daily activity schedule, dream map; Relation oriented methods : cause and effect diagram (problem tree), impact – diagram, well being ranking method, Venn diagram, matrix ranking, livelihood analysis. Preparation of action plans, concept and action plan preparation; Participatory technology development and dissemination; Participatory planning and management, phases and steps in planning and implementation aspects; Process monitoring, participatory evaluation.

### **Practical**

Simulated exercises on space related methods, time related method and relation oriented methods; Documentation of PTD and dissemination; Preparation of action plan; Participatory monitoring and evaluation of developmental programmes.

### **Suggested Readings:**

1. Adhikary. 2006. Participatory Planning and Project Management in Extension Science. Agrotech Publ. Academy.
2. Mukharjee N. 2002. Participatory Learning and Action. Concept Publ. Co.
3. Singh BK. 2008. PRA/PLA and Participatory Training. Adhyayan Publ. & Distr.
4. Somesh Kumar. 2002. Methods for Community Participation. Vistaar Publ.

**Subject Name:** RESEARCH-II