

UGHSCDSE 1766 (1)

**EXTENSION MANAGEMENT
(CREDITS: THEORY-4, PRACTICAL-2)**

Unit 1. Extension: Concept

- Extension: concept and philosophy
- Adult learning situation
- Principles of learning as applied to extension
- Relationship between communication and extension
- Role of extension in development

Unit 2. Methods and Approaches of Extension

- Extension systems- First line extension system, National Demonstration, Krishi Vigyan Kendra, Lab to land System.
- Extension methods and approaches – classification and Characteristics-Individual, Group And Mass approach

Unit 3. Development Programmes

- Development issues and goals- Goals of development, critical developmental Issues: Population Explosion, poverty and Unemployment.
- National Development Programmes – Indira Awas Yojna ,NREP,EAS and ICDS- Goals and strategies
- Behaviour Change Communication: Concept

Unit 4. Programme Planning and Management

- Concept, meaning and components of programme planning
- Principles as applied to extension programme planning
- Steps in programme planning
- Evaluation and importance in programme planning

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PRACTICAL

- Analysis of development programmes
 - INDRA AWAS YOGNA (IAY)
 - INTEGRATED CHILD DEVELOPMENT SERVICES SCHEME (ICDS)
 - EMPLOYMENT ASSURANCE SCHEME (EAS)
- Evaluate strategies used by developmental agencies for implementation of above three developmental programmes
- Develop skills in planning and using individual and small group methods in extension
 - Lecture method with power point presentation
 - Demonstration (Method demonstration)

RECOMMENDED READINGS

- Mikkelsen, Britha, (2002), Methods for Development Work and Research. New Delhi: Sage Publications
- Dale R, (2004) Evaluating Development Programmes and Projects. New Delhi : Sage Publications
- Kumar & Hansra, (1997) Extension Education for Human Resource Development. New Delhi: Concept Publishers.