

## Annexure 7.1



### Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under category 'A' by MHRD, Estd.u/s 3 of UGC act 1956)

Re-accredited with 'A+' grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641043, Tamil Nadu, India.

#### Department of Home Science Extension Education

#### M. Sc. EXTENSION AND COMMUNICATION

#### (Two Years Programme with Practicals)

##### Programme Outcomes:

1. Develop an advanced understanding of framework and complexity of Extension Education
2. Critically evaluate ideas, views and evidences of extension research literatures
3. Be able to carry out research independently and/or jointly in core disciplinary or interdisciplinary areas of extension education
4. Comprehend latest development in extension education
5. Able to apply and synthesis rural development ideas, theories, models based on evidences domestic and international rural/community issues.
6. Demonstrate various exclusive methods/approaches for the betterment of community
7. Be ethical in their approach to research and work practices. Team building, motivating and inspiring the rural folk to work up with high co-operation to their utmost efficiency
8. Attain a competitive edge in the state and central service examinations where the subject content of extension in the selection process
9. Apply in forecasting and assessing/policy making for rural governance.
10. Demonstrate the ability to engage in independent and lifelong learning in the broadcast context of socio-technological changes
11. Apply scientific methods, techniques and statistical tools for investigation

##### Programme Specific Outcomes

1. Acquaint basic facts about rural society and getting practical exposure on existing rural development programmes, rural governance, PRA and NGO management
2. Developing skills to mobilize the community participation in development programmes and train the rural development stakeholders
3. Make them as a consultant trainer, leader, motivator, effective policy maker and evaluators to undertake various research projects

#### Scheme of Instructions and Examination (for students admitted from 2023-2024& onwards)

(for students admitted from 2023-2024& onwards)									
Part	Subject Code	Name of paper/ Component	Hours of instruction		Scheme of instruction				
			T	P	Duration of exam (Hrs)	CIA	CE	Total	Credit
First Semester									
I	23MEXC01	Social Anatomy	3	-	3	40	60	100	4
	23MEXC02	Extension Education	3	-	3	40	60	100	4
	23MEXC03	Community Development	3	-	3	40	60	100	4
	23MEXC04	Adoption and Diffusion of Innovation	3	-	3	40	60	100	5

	23MEXC05	Panchayat Raj System in India	4	-	3	40	60	100	4
	23MEXC06	Practical I : Training in Grass Root Development Organizations	-	5	3	40	60	100	4
	23MEXC07	Practical II: Technical Skills for Mass Media in Extension Education	1	2	3	40	60	100	4
	23MEXC08	Community Health and Nutrition	4	-	3	40	60	100	3
II		Community Social Service/ Community Engagement and Social Responsibility/ Adult Education		2		-		-	
		<b>Total</b>	<b>30</b>						
<b>Second Semester</b>									
I	23MEXC09	Methods and Applications in Rural Planning	5	-	3	40	60	100	5
	23MEXC10	Group Dynamics	4	-	3	40	60	100	4
	23MEXC11	Development Communication	4	-	3	40	60	100	4
	23MEXC12	Practical III : Communication		6	3	40	60	100	4
	23MEXC13	Research Methods and Statistical Applications	4	-	3	100	-	100	4
		Inter Disciplinary Course	4	-	3	40	60	100	4
	23MEXC14	Mini Project	1	-	-	100	-	100	2
II	23MXCSS1/ 23MXCSR1/ 23MXAED1	Community Social Service/ Community Engagement and Social Responsibility/ Adult Education		2	3	100		100	2
		Professional Certification Course							2
		<b>Total</b>	<b>30</b>						
Internship during Summer Vacation (1 month ) to various organization									
<b>Third Semester</b>									
I	23MEXC15	Programme Planning	3	-	3	40	60	100	4
	23MEXC16	Practical IV : Field Operation of Rural Development Programmes		5	3	40	60	100	4
	23MEXC17	e-Extension	3	-	3	40	60	100	4
	23MEXC18	Entrepreneurship Development and Management (Open Book)	3	-	3	100	-	100	3
	23MEXC19	NGO Management (Self Study Course)	1	-	3	40	60	100	4
		Multi Disciplinary Course	2	-	3	100	-	100	2
II	23MEXC20	Internship / Training	-	-		100	-	100	2

I	23MEXC21	Village Placement Programme		13	3	40	60	100	4
		<b>Total</b>	<b>30</b>						
		<b>Fourth Semester</b>							
I	23MEXC22	Research Project	-	30	-	100	100	200	8
		<b>Total</b>		<b>30</b>					
		<b>Total</b>							<b>98</b>

**Other course to be undergone by the students**

MOOC Course – 2 to 4 credits

Note: Minimum 98 + 2 credits to earn the degree

**Other courses offered by the Department**

**Inter Disciplinary Course:**

23MEXI01 - Advertisement and Visual Publicity

**Multi Disciplinary Course:**

23MEXM01 - Communication for Societal Development Service

**Professional Certification Course**

23MEXPC1 - Entrepreneurship Training and Development

23MEXPC2 - Social Marketing through Puppetry

Semester I  
23MEXC01

**Social Anatomy**

Hours of instruction/week : 3  
No. of credits: 4

**Objectives:** To enable the students to

1. provide sociological perspective on Indian society and its structure
2. get a clear picture about social change and social problems
3. understand social process and value system

9

**Unit – I Social Structure**

Concept and Elements of Social Structure. Social structure of Urban and Rural Society, Difference between rural and urban society, social stratification, criteria and consequences.

9

**Unit – II Basic Concepts**

Society, Community Association, Social Institution – characteristic and Types, changing trends and their impact on Indian society.

9

**Unit – III Social Groups**

Man is a social animal – Definition and Characteristics of Groups – The Factors of Group Life – Importance of Social Groups – Classification of Social Groups – Sumner's Classification of Social Groups: In-groups and Out-groups – Primary Groups and Secondary groups – Organized and Unorganised groups

9

**Unit – IV Social Control**

Concept, need, types of Social Control – formal and informal social control - agencies of social control - law, education, public opinion, propaganda, coercion, customs, folkways and mores, religion and morality, fashions, rites, rituals and ceremonies, etiquettes. Value system- Types and their role in human behavior.

9

**Unit – V Social Process**

Concepts of Social Process, Kinds of social interaction – co-operation, competition, conflict accommodation and assimilation.

**Total hours 45**

**References**

1. *Deepika Reddy and Archana Sabba*, 2019, *Social Structure Issues and Public Policies*, Shikara Publications, New Delhi
2. *Douglas Porpora*, 2017, *Four Concepts of Social Structure*, Drexel University, Journal for the Theory of Social Behaviour 19(2):195 – 211 DOI:10.1111/j.1468-5914.1989.tb00144.x
3. *Jagannath P.*, 2019, *Social Organization and Social Structure*, Swastik Publication, ISBN: 9788189981204, 818998120X
4. *José López and John Scott*, 2019, *Social Structure*, Rawat Publications, New Delhi
5. *Shankar Rao, C. N.* 2016. *Sociology of Indian Society*, S. Chand and Company Ltd., New Delhi.
6. *Sharma. R. N.*, 2003. *Principles of Sociology*, Media Promoters Publishers Pvt., Ltd., Mumbai.
7. *Vidhya Bhushan and Sachdeva, D. R.* 2005. *An Introduction to Sociology*, Kitub Mahal Agencies, Allahabad.

**Journal**

1. *Journal of Social Change*, Sage Publication, Ministry of Rural Development, Ministry of Information and Broadcasting, Govt. of India.
2. *Journal of Sociology and Social Welfare*, Western Michigan University, School of Social Work.
3. *The Indian Journal of Social Work*, Tata Institute of Social Science, Mumbai.

**Website**

<https://www.sociologyguide.com/social-structure/elements.php>

**Course Outcomes:**

1. Know and understand the rural and urban social structure and social stratification
2. Gain knowledge on social institutions and changing trends
3. Know different social groups
4. Examine the agencies of social control
5. Understand the interaction process and the consequences

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 2	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 3	M	M	M	M	M	M	M	M	M	M	M	H	H	H
CO 4	M	M	M	M	M	M	M	M	M	M	M	M	M	M
CO 5	H	H	H	H	H	H	H	H	H	H	M	H	H	H

## **Extension Education**

**Semester I**  
**23MEXC02**

**Hours of instruction/week : 3**  
**No. of credits: 4**

**Objectives:** To enable the students to

1. understand the fundamentals of Extension Education
2. know the various extension methods and
3. familiarizing types of audio-visual aids

### **Unit – I      Fundamentals of Extension Education      9**

History of Extension - origin and growth, Scope and importance of Extension Education  
Meaning and definition of extension education, Characteristics and types of Extension Education, Contents and components of extension education, Goals and objectives of extension education

### **Unit – II      Principles of Extension Education      9**

Philosophy of extension education, Principles of extension education, Principles of Teaching, Training and Extension, Principles of Learning, Learning Experience, Elements of teaching learning situation, Types of Learning situation

### **Unit – III      Classification of Extension Methods      9**

Meaning and functions of extension methods, techniques, approaches and strategies, Classification based on size of audience, nature or form, Criteria for selection and combination of various extension methods.

### **Unit – IV      Audio-Visual Aids      9**

Audio –Visual aids – Meaning and definition, Types of Audio –Visual aids- Merits and Demerits

### **Unit – V      Cyber Extension      9**

Cyber Extension – Concept; opportunities and types of information system, Agricultural Knowledge and Information System (AKIS)

**Total hours    45**

## References

1. **Dahama. O.P.**, Bhatnagar O.P., 1995. *Education and Communication for Development*, Oxford & IBH Co, New Delhi
2. **Easwaran A.**, 2007. *ABC of Extension Education*, GRI, Gandhigram
3. **Hass Kennath. B., and Packer Harry. Q.**, 1955. *Preparation and Use of Audio Visual Aids*, Prentice Hall, Inc.
4. **Jadhav.D.** 2016. *Extension Education* , APH Publishing Corporation, New Delhi.
5. **Jalilhali K.A. and Veerabhadrarai V.**, 2017. *Fundamentals of Extension Education and Management in Extension* , Concept Publishing Company , New Delhi .
6. **Reddy, Adivi. A.**, 1995. *Extension Education*, Sree Lakshmi Press, Bapatata
7. **Supe. S.V.**, 1985. *An Introduction to Extension Education*, Oxford & IBH Publishing Co, New Delhi,
8. **Willson M.C. and Gallup. G.**, 1955. *Extension Teaching Methods*, US Department of Agriculture, Washington.

## Journal

1. Indian Journal of Extension Education.
2. Journals of Extension system

## Website

1. <http://www.extension.missouri.edu/staff/programdev/plm>
2. [http://www.krishiworl.com/htm/agri\\_extension\\_edu1.html](http://www.krishiworl.com/htm/agri_extension_edu1.html)
3. <http://www.uasd.edu/extension.htm>
4. <http://www.communicationskills.co.in/importance-of-communication-skills.htm>

## Course Outcomes :

1. Know the concept, fundamentals and scope of extension
2. Have knowledge about the principles
3. Understand the classification of extension methods
4. Analyse the audio-visual aids, types, merits and demerits
5. Examine the new initiatives in cyber extension

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	H	M	M	L	H	H	H	M	L	M	L	H	H	H
CO 2	M	H	H	L	M	M	L	H	H	M	H	H	M	H
CO 3	M	H	L	H	H	M	L	M	M	H	L	H	H	M
CO 4	H	M	M	M	L	-	M	L	H	M	H	H	M	L
CO 5	M	M	H	H	M	L	M	L	M	L	H	H	L	H

## Community Development

Semester I  
23MEXC03

Hours of instruction/week : 3  
No. of credits: 4

**Objectives:** To enable the students to

1. Understand the concept of community development and community organization
2. Become aware of the Evaluation of community development programme.
3. Study the community organization in various settings.

### Unit – I Concept of Community Development 9

Meaning and definition Principles, philosophy, objectives and elements of Community Development

### Unit – II Evaluation of Community Development Programme 9

Community Development programmes and National Extension Service, Rural Development initiatives prior to independence and post independence- their analysis/ merits and demerits

### Unit – III Community Organization 9

Meaning and definition of Community Organization, Models/approaches of community organization: Locality, development, Social planning, Social Action, Community Building.

### Unit – IV Phases of Community Organization 9

Phases: relationship, assessment, discussion, organization, reflection, modification and continuation.

### Unit – V Role of Community Organizer 9

Contemporary roles: communicator, animator, counselor, collaborator, consultant, innovator, motivator, catalyst, facilitator, mediator, educator and advocate, Earlier roles: enable, expert, therapist, Facilitation-Facilitation process and role of facilitator.

**Total hours 45**

## References

1. *Banta Sharma Nidaugmayum*, 2015. *Community Organization and Social Registration*, Janada Prakashan, New Delhi.
2. *Georgios Leventakis M. R. Haberfeld*, 2018, *Societal Implications of Community Oriented Policin and Technology*, SpringerOpen.
3. *Indra Godara*, 2013. *Committee and Community Organization*, Black Prints Publishing
4. *Kunal Bhatia*, 2012. *Social Work and Community Development*, Sonali Publications, New Delhi-110002
5. *Nisha Chandhary*, 2010. *Social Welfare and Community Development*, Murrilal & Sons, New Delhi-110002.
6. *Readdy A.SA*. 2001. *Extension Education*, Sree Lakshmi Press, Bapatla-522101.
7. *Thomas William, A. J. Christophes*, 2015. *Rural Development Concept and Recent Approaches*, RAWAT Publication.



**Journal**

1. Journal of Community Guidance and Research
2. Kurushetra
3. Social Welfare

**Course Outcomes :**

1. Know the basic concepts of community development
2. Have knowledge about the community development programmes
3. Understand different models of community development
4. Analyze phases of community organization
5. Understand the role of community organizer in community development

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	H	M	H	H	H	H	H	H	-	H	-	H	H	H
CO 2	H	M	H	H	H	H	H	H	-	H	-	H	H	H
CO 3	H	M	H	H	H	H	H	H	-	H	-	H	H	H
CO 4	H	H	H	H	H	H	H	H	-	M	-	H	H	H
CO 5	H	M	H	H	H	H	H	H	-	H	-	H	H	H

## **Adoption and Diffusion of Innovation**

**Semester I**  
**23MEXC04**

**Hours of instruction/week : 3**  
**No. of credits : 5**

**Objectives:** To enable students to

1. Learn the concept of diffusion of innovations
2. Learning the consequences of diffusion
3. Acquires skills to transfer the innovation

### **Unit – I      Diffusion**

9

Concept, meaning, differences between communication and diffusion; Elements of diffusion; Innovation-development process; Social construction of technology.

### **Unit – II      Innovation**

9

Form, function and meaning of innovation, Decision process; Three types of knowledge; Preventive innovation; Discontinuance; Reinvention; Innovation-decision period; Attributes of innovation; Rate of adoption; Over adoption; Technology clusters. Suitable Communication methods in different stages of Innovation Decision process.

### **Unit – III      Adoption**

9

Concept, adoption process; Adopter categories – characteristics of adopter categories; Models of communication flows; Diffusion effect; Opinion leadership – characteristics, Homophily and heterophily, monomorphic and polymorphic leaders.

### **Unit – IV      Types of Innovation-Decisions**

9

Optional, collective, authority and contingent innovation-decisions; Change Agent – sequence of change agent roles and efforts. Innovation decision in changed situation-role of IT/ Input- Dealers /incentive etc

### **Unit – V      Consequences of Innovations**

9

Meaning, classification of consequences – desirable or undesirable, direct or indirect, anticipated or unanticipated consequences, Functional and dysfunctional.

**Total hours    45**

## References

1. Kamala Kant (2018), *Diffusion and Adoption of Innovation*, Research Gate, [https://www.researchgate.net/publication/328718618\\_Diffusion\\_and\\_Adoption\\_of\\_Innovation](https://www.researchgate.net/publication/328718618_Diffusion_and_Adoption_of_Innovation)
2. Reddy Adivi, A. 1987. *Extension Education*. Sree Lakshmi Press, Bapatla.
3. Rogers Everett, M. 1983. *Diffusion of Innovations*. 3<sup>rd</sup> Ed., The Free Press, New York.
4. Rogers Everett, M. 2003. *Diffusion of Innovations*. 5th Ed., The Free Press, New York.
5. Rogers Everett, M. and Shoemaker, F.F. 1971. *Communication of Innovations-Across Cultural Approach*. 2nd Ed., The Free Press, New York.

## Journal

1. African Journal of Rural Development Innovation
2. Asian Journal of Extension Education
3. Indian Journal of Extension Education
4. Journal of Extension Education
5. Maharashtra Journal of Extension Education
6. MASU

## Course Outcomes :

1. Understand the concept of diffusion of innovations
2. Explore the sustainable communication methods of innovation decision process
3. Adopt the models of communication flows and apply in the community
4. Study the types of innovation decisions and apply in a charged situation
5. Acquiring skills to transfer the innovation and study the consequences of innovations

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO11	PSO1	PSO 2	PSO 3
CO 1	H	M	L	-	H	H	H	L	H	-	M	H	-	H
CO 2	H	M	M	-	H	H	H	L	H	-	M	H	-	H
CO 3	H	M	M	M	H	H	H	H	H	M	H	H	-	H
CO 4	H	M	M	M	H	H	H	H	H	-	M	M	-	H
CO 5	H	M	M	M	H	H	H	L	H	M	H	-	-	H

**Objectives**

- To enable students to
- Gain knowledge about history and fundamental of panchayat raj system
  - Acquire skill to access the panchayat at all level, NIRD & PR, SIRD & PR, DRDA, ETI
  - Disseminate information about capacity building programme to the people and motivate people to take part in it
  - Motivate people to utilize e-governance system in Panchayati Raj
  - Learn to prepare Gram Panchayat Development Plan
  - Acquire the skill to assess the performance of Panchayat

**Unit – I      Genesis and Fundamental of Panchayat Raj** 12

History: Vedic era, Epic era, Ancient period, British period, post independence period, Balwant Rai Mehta team, Ashok Mehta Committee, CH Hanumanth Rao Team, G.V.K Rao committee, P. K Thungan committee, Harlal Singh Kharra committee. Democracy-Meaning and definition, Decentralization - Principles, philosophy and objectives, Democratic Decentralization - Meaning, definition, objectives, Panchayat Raj - principles and philosophy, 73<sup>rd</sup> amendment act and its salient features.

**Unit-II      Three-tier System** 12

Gram Panchayat- definition, functions of Gram Panchayat, Duties of Panchayat secretary and Gram Panchayat presidents. Panchayatsamithi- Definition, functions, duties of BDO and Panchayat chairman. Zillaparishad - Definition, function and duties of Chief executive officer. Gram Sabha: meaning, definition and functions of the Gram Sabha; Process of electing, Jurisdiction for Gram Panchayat; Committees. Organizational structure of PRI.

**Unit-III      Gram Panchayat Development Plan** 12

Identifying resource envelope of GP, Generation of Participatory Planning Environment, Situational Planning and Participatory planning, Projectisation and Finalization of Development Plan by GP, Technical and administrative approval, post plan arrangements, system support and capacity building for participatory planning.

**Unit-IV      Capacity Building for Panchayat Raj Institution** 12

Government programmes for empowerment of Panchayati Raj (such as Panchayat Mahila Evam Yuva Shakti Abhiyan, Rajiv Gandhi Panchayat Saktikaran Abhiyan); Empowerment of Women through Panchayati Raj Institutions; Capacity building of Panchayats through training institutions : Role of Central and State Government (NIRD & PR, SIRD & PR, DRDA, ETC), Empowerment and Accountability Incentive Scheme, e- Panchayat Mission Mode Project, PRIASOFT - Finance and E-governance – State Finance Commission - Gram Samvaad – eGramSwaraj

**Unit-V      Panchayat Performance Achievement and Award** 12

Devolution Index – Definition – Purpose – Performance Assessment – Local Governance Day – Definition, Purpose, Ways and Means of celebration - Awards and success stories of panchayat at various level (Central and State),

**Total Hours: 60**

## References

1. *Aravind Das*, 2014., *Panchayat Raj and Rural Development*, publishing By Black Print.
2. *Ashok Kumar, A.*, 2004. *Women in Panchayat Raj Institutions*, Anmol Publication, New Delhi
3. *Dr.Jag Deep Singh and DrAnjuBeniwal*, 2015. *Panchayat Raj and Rural Development*, Pointer publisher, Jaipur 302003
4. *Goel, S.L. and Shalini Rajneesh (2003)*, "*Panchayati Raj in India*", *Deep and Deep Publications Pvt. Ltd., New Delhi*
5. *Krishna Chakraborty, Swapan Kumar Bhattachary*, 1993. *Leadership, Factors and Panchayati Raj*, Rawat Publications, Jaipur and New Delhi.
6. *R.P.Joshi, and G.S.Narwani*, 2011. *Panchayat Raj in India, Emerging Trend Across the States*, RAWAT Publication
7. *Sanjay Prakash Sharma*, 2006. *Panchayat Raj*, Vista International Publishing House Delhi-110053(India).
8. *Subrata K. Mitra*, 2015, *Panchayati Raj in India The Evolution between 1947 and 1992*, Dissertation.

## Journal

1. Journal of Extension Education
2. Journal of Rural Development
3. Kurushetra

## Web reference

<https://egramswaraj.gov.in/>  
<https://gdpd.nic.in/>  
<https://rural.nic.in/>  
<http://nirdpr.org.in/>  
<https://crdpr.tn.gov.in/web/guest/sird-pr8>

## Course Outcomes

1. Acquire knowledge on Panchayat Raj Institution
2. Gain skill in preparation of Gram Panchayat Development Plan
3. Evaluate the performance of Panchayat
4. Utilize service delivery available in Panchayat Raj Institution effectively by Community through transfer of knowledge
5. Become future leader in local governance from village to central
6. Be a subject expert and give suggestions to policy makers

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO11	PSO1	PSO 2	PSO 3
CO 1	L	L	M	M	H	M	M	H	H	M	M	H	M	M
CO 2	H	H	H	H	H	H	H	M	H	H	M	H	M	H
CO 3	M	M	H	M	H	H	M	H	H	M	M	H	M	M
CO 4	H	H	M	H	H	H	H	H	H	M	M	H	M	H
CO 5	H	H	H	H	H	M	H	H	H	H	M	H	H	H
CO 6	H	M	H	H	H	M	H	H	H	M	M	M	H	H

## Practical I: Training in Grass Root Development Organizations

Semester I  
23MEXC06

Hours of instruction/week: 5  
No. of credits: 4

**Objectives:** To enable students to

1. The structure and functions of village Panchayat
2. The structure and functions of Panchayat union
3. The Government welfare programmes in the District
4. Functioning of the NGOs

**Content:**

The students may visit the following institutions:

- Village Panchayat - one week
- Panchayat union office - one week
- DRDA and other development departments - one week
- Visit to Government Organization NGOs- implemented projects in rural area /corporate /Funding agencies/companies - one week
- Study SHGs (Self Help Groups), SHG federation

An in depth report in a systematic manner at the end of each programme will have to be submitted.

### Evaluation

Evaluation is both internal and external. The weightage is as follows

	Internal	External	Total
Report	20	20	40
Viva - voce	30	30	60
			100

**Total hours 75**

### Course Outcomes:

1. Know the various functions of village panchayat
2. Acquire knowledge on government welfare programmes in the district
3. Understand the functioning of NGO
4. Understand the structure and functions of panchayat union office
5. Students can apply the subject matter knowledge in the field

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO11	PSO1	PSO 2	PSO 3
CO 1	H	H	H	H	H	H	H	-	H	H	H	H	H	M
CO 2	H	H	H	H	H	H	H	M	H	H	H	H	H	H
CO 3	H	H	H	H	H	H	H	M	H	H	H	H	H	H
CO 4	H	M	H	H	H	H	H	H	H	H	H	H	H	H
CO 5	H	H	H	H	H	H	H	H	H	H	H	H	M	H

## Practical II: Technical Skills for Mass Media in Extension Education

Semester I  
23MEXC07

Hours of instruction/week: 3

No. of Credits: 4

### Objectives:

1. To develop skills technical writing skills.
2. To train students in scientific article writing
3. To acquire knowledge on guidelines of preparation of official documents

### I. Creating Contents for Documentation

- a. Content Writing
- b. Camera techniques and Photography
- c. Video production techniques
- d. Reference and Citation management

### II. Processing Contents for Documentation

- a. Collection, arrangement, tabulation and Editing ( text, audio and video)
- b. Formatting
- c. Compiling and report writing

### III. Course Writing

- a. Training module development
- b. Facilitators Guide
- c. Success stories

### IV. Meeting Reports/Press Notes

- a. Minutes writing
- b. Agenda preparation
- c. Types of news
- d. Characteristics of news
- e. Press news writing

### V. Digitalization of Reports

- a. File conversions from one format to required
- b. Graphics and animation
- c. File size management
- d. Techniques of Data Upload
- e. Recent softwares in documentation

**Total hours 45**

### Assessment Pattern

Evaluation is both internal and external. The weightage is as follows

	Internal	External	Total
Report	20	20	40
Viva - voce	30	30	60

### Course Outcomes:

1. Develop content for documentation of extension activities
2. Acquire skills to process contents for documentation of extension activities
3. Create documents for extension trainings
4. Competence in writing for press about extension event
5. Learn to manage digital versions of documents for online submissions

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	L	M	H	H	H	L	H	L	H	H	H	H	H	H
CO 2	L	M	H	H	H	L	H	L	H	H	H	H	H	H
CO 3	L	M	H	H	H	L	H	L	H	H	H	H	H	H
CO 4	L	M	H	H	H	L	H	L	H	H	H	H	H	H
CO 5	L	M	H	H	H	L	H	L	H	H	H	H	H	H

## Community Health and Nutrition

**Semester I**  
**23MEXC08**

**Hours of instruction/week : 4**  
**No. of credits: 3**

**Objectives:** To enable students to

1. Acquire knowledge on basic concept of health and nutrition
2. Understand the structure of health care system and its delivery
3. Exposure to aware of preventive and creative measure undertaken through programmes, policies and schemes of the Government

### **Unit – I      Basic Concept of Health and Nutrition      12**

Definition: Food, Nutrition, Nutrients, Components of Nutrients, Macro nutrient and Micro Nutrients and dietary Sources, Definition on Health, Determinants of health, signs of good Health, Concept of health, Dimension of health /public health, Indicator of health, Human Development Index and vital statistics, causes and consequences of ill health. Prevention and healthy diet care

### **Unit - II      Diseases      12**

Concept of diseases: Communicable diseases, Non communicable diseases (Life style related diseases), Nutritional deficiency diseases and its causes, symptoms and preventive measure

### **Unit – III      Health Care Delivery System      12**

Health care revolution, Level of care and delivery: Regulatory, primary, secondary and Tertiary, Primary health centre: Structure and functions, community health and role simple methods for community management. Models of health care, set up of health care delivery system in India

### **Unit – IV      Reproductive Health      12**

Meaning and definition of reproductive health, Maternal and children health, Antenatal care, Inter natal care, Postnatal care, Neonatal care, Stem cell banking Indicators of Maternal child health care

### **Unit – V      Policies and Programmes      12**

Public distribution system merits and demerits National health policy, National Rural Health Mission, Food security policy, nutrition v/s security Nutritional policy, Noon-Meal programme, ICDS, NCDPM, Swatch Bharath, Rural water supply, AYUSH Bharat, and sanitation. Pradhan Mandri Surakshit Matritva Abhiyan, Mother and Child Tracking System (MCTS).

**Total hours      60**



## References

1. *Nisha .M.S.*,2006.*Wings of Home Science*, Kalpay Publication, Delhi
2. *Park.J.E and Park.K.*2005.*Text Book of Preventive and Social Medicine*. Bajjaridas Bhanolt Publishers, New Delhi.
3. *Prabhakar, V.K.*, 2001.*Prevention and Control of Population*, Anmol Publication Pvt., Ltd, New Delhi
4. *Shashi Goyal, Pooja Gupta.*2012. *Food, Nutrition and Health*. Chand and Company, Ltd, New Delhi
5. *Shobhakumari*, 2015., *Food and Nutrition*, Agrotech Press., Jaipur
6. *Srilakshmi.B.*,2002.*Food Science*, New Age International Ltd., New Delhi
7. *Venkataiaha,S.*, 2001.*Health Education*, Anmol Publication Pvt.; Ltd, New Delhi.

## Journal

1. *Elizabeth Eilender.*(2016).*Public Health and Community Nutrition*, Momentum Press
2. *Hazard of Health*, Oriental Watchman Publishing House, P.O.1417, Salisbury Park, Pune- 411037
3. *Nutrition today*, American Society for Nutrition, Partner Publication
4. *Suryatapa Das.*, 2022.Textbook of Community Nutrition, Academic Publishers
5. *World Health*, Bulletin of the WHO, Who Press, 1211 Geneve, 27, Switzerland

## Course Outcomes:

1. Gain knowledge on food and nutrition and learn determinants of good health
2. Be able to distinguish between communicable and non communicable diseases
3. Gain knowledge on primary health centre its role and function in community health
4. Understand reproductive health, maternal and child health as to how it can affect women's health
5. Know the various policies and programmes relating to community health

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO11	PSO1	PSO 2	PSO 3
CO 1	M	M	M	M	M	M	M	M	M	M	M	H	H	H
CO 2	M	M	M	M	M	M	M	M	M	M	M	H	H	H
CO 3	H	H	H	H	H	H	H	H	H	H	M	H	H	H
CO 4	M	M	M	M	M	M	M	M	M	M	M	H	H	H
CO 5	H	H	H	H	H	H	H	H	H	H	M	H	H	H

## Methods and Applications in Rural Planning

**Semester II**  
**23MEXC09**

**Hours of instruction/week :5**  
**No. of credits: 5**

**Objectives:** To enable the students to

1. Expose the students to know the fundamentals of PRA Techniques and Local Level and Micro Level Planning
2. Understanding the participatory Techniques and getting hands on experience in the field settings.
3. Acquire skill to carry out Local Level Planning and application of PRA in the field

### **Unit – I    Participation** **10**

Meaning and definitions of participation, Types, Factor influencing participation, Dimensions of participation. Top down approach and bottom up approach

### **Unit – II    Local Level Planning** **13**

Meaning and definition of local and micro level planning, Participatory learning action in micro –level planning, Four components of micro-level plans, Stages of Micro-level plans: Tactical planning stage and action planning stage

### **Unit – III    PRA Participatory** **10**

Meaning and definition of PRA, Elements and Principles of PRA, Do's and Don'ts and advantages of PRA, Attitude Behavior Change (ABC)

### **Unit – IV    Mapping and Diagram** **19**

Meaning, types of participatory maps- Social Map, Resource Map, Mobility Map, Venn Diagram, Procedure for drawing maps – applications – advantages and limitations of maps. Transects – meaning – types – procedures – applications – merits and limitations. Flow-diagram, meaning, types,, applications, merits and limitations of flow diagrams.

### **Unit – V    Time Related Methods Ranking Exercise** **23**

Meaning, types, procedure, applications, merits and limitations of time related methods such as timeline, trend analysis, seasonal calendars and daily schedule. Wealth or well-being ranking, pair-wise ranking, matrix ranking, matrix ranking and scoring, direct ranking and decision - making matrix

**Total hours    75**

## References

1. **Adhikary**, 2006, *Participatory Planning and Project Management in Extension Science*, Agrotech publisher Academy
2. **Amitava Mukherjee**, 2004, *Participatory Rural Appraisal*, Concept Publishing Company, New Delhi
3. **Britha Mikkelsen**, 1995, *Methods for Development Work and Research*, New Delhi, Sage Publications.
4. **Narayanasamy. N.**, 2009, *Participatory Rural Appraisal: Principles, Methods and Applications*, New Delhi, Sage Publications.
5. **Neela Mukherjee**, 1997, *Participatory Rural Appraisal: Methodology and Applications*, New Delhi, Concept Publishing Company.
6. **R Ramesh**, 2020, *Participatory Rural Appraisal PRA Application in Rural Development Planning*, NIRDPR, Hyderabad.
7. **Richard A. Brueger**, 1998, *Analysing and Reporting Focus Group Results*, New Delhi, Sage Publications.
8. **Robert Chambers**, 1983, *Rural Development: Putting the Last First*, London, Longmen.
9. **Robert Chambers**, 1997, *Whose Reality Count: Putting the Last First*, London Intermediate Technology Publication.
10. **Somesh Kumar**, 2003, *Methods for Community Participation*, New Delhi, Vistaar Publications.
11. **Thomas William, A.J.Christophes**, 2015, *Rural Development Concept and Recent Approaches*, Rawat Publication.

## Journal

1. *International Journal of Rural Management*, Sage publications, New Delhi
2. *Journal of International Development*, World Bank, Washington.
3. *Journal of Rural Development*, NIRD, Hyderabad.
4. *PLA Notes*, IIED, London

## Website

1. [www. Ids.ac.uk/ids/research/env/index.html](http://www.Ids.ac.uk/ids/research/env/index.html)
2. [www. iied.org/participatory-learning action](http://www.iied.org/participatory-learning action)

## Course Outcomes:

1. Gain knowledge on people participation
2. Acquire information of local planning, micro level planning and basic facts about PRA
3. Acquire the skills to mobilize and involving the people in local participation and local planning
4. Act as a trainer and consultancy to NGOs and Panchayat Raj functionaries
5. Train the community to do the exercise
6. Gain skill to evaluate the Government Programmes and provide recommendations to policy makers

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	H	H	M	H	H	M	H	M	H	H	M	H	H	M
CO 2	M	H	L	H	M	M	M	M	M	M	H	M	H	H
CO 3	H	M	M	H	M	L	H	H	H	M	L	H	M	H
CO 4	H	M	M	H	H	H	M	M	L	L	M	M	H	M
CO 5	H	H	H	M	H	M	L	-	H	M	L	L	H	L
CO 6	M	M	M	M	M	M	M	M	H	M	M	H	H	H

## Group Dynamics

Semester II  
23MEXC10

Hours of instruction/week: 4  
No. of credits: 4

**Objective:** To enable the students to

1. Understand group behaviour and dynamics for effective group management.
2. Get to know to mingle and understand group dynamics
3. Students will learn about the different group approaches.

### Unit – I      Group 12

Meaning, characteristics, need, types, functions; Stages and process of group formation; Group norms and structure, Formal and informal groups

### Unit – II      Human Behavior 12

Understanding intra and interpersonal behaviour Feeling, perception and assumptions that influence interpersonal interactions.

### Unit – III      Group Dynamics 12

Cooperation, competition, conflict, accommodation, assimilation; Group pressure; Group cohesiveness and leadership. Internal and external dynamics of group.

### Unit – IV      Managing Groups 12

Team Building; Stress Management; Active listening and feedback; Achieving cooperative group structure; Small group communication – scope, importance, factors.

### Unit – V      Group Approaches 12

Farmer Producer Organizations (FPOs) – Farmer Producer Companies, Self-Help Groups, Farmer Interest Groups, Commodity Interest Groups, Joint Liability Groups.

**Total hours    60**

### References

1. **George Beal, M., Joe Bohlen, M and J. Neil Raundabaugh.** 2010. *Leadership and Dynamic Group Action*, Iowa State University Press, Iowa, USA.
2. **John Maxwell, C.** 2011. *The 17 Essential Qualities of a Team Player*, Manjul Publishing Pvt. Ltd, Bhopal.
3. **Stavros Georgiades,** 2022. *Organization Management – Dynamic Creative Team Coordination*, Springer Gabler.
4. **Stephen Robins, P.** 2006. *Organisational Behaviour – Concepts, Controversies and Applications*, Prentice Hall of India Pvt. Ltd., New Delhi.

**Journal**

1. *International Journal of Group Psychotherapy*
2. *Journal of Extension Education*
3. *Journal of Group Dynamics: Theory, Research, and Practice*
4. *Journal of Group Processes and Intergroup Relations*
5. *Journal of Small Group Research*
6. *The Journal for Specialists in Group Work*

**Website**

1. <http://www.education.com/reference/article/school-bullying-peer-group-dynamics/>
2. <http://ehlt.flinders.edu.au/education/iej/articles/v4n3/Burdett/paper.pdf>
3. [http://en.wikipedia.org/wiki/Group\\_dynamics](http://en.wikipedia.org/wiki/Group_dynamics)
4. [http://www.icrc.org/eng/assets/files/other/irrc-870\\_castano.pdf](http://www.icrc.org/eng/assets/files/other/irrc-870_castano.pdf)
5. [http://www.psysr.org/about/pubs\\_resources/groupthink%20overview.html](http://www.psysr.org/about/pubs_resources/groupthink%20overview.html)

**Course Outcomes:**

1. Know the group norms and structure
2. Understand human behavior – feeling perception and assumption
3. Analyse the group processes
4. Able to manage groups
5. Examine group approaches

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO11	PSO1	PSO 2	PSO 3
CO 1	H	M	H	H	H	H	H	M	M	H	M	H	H	H
CO 2	H	H	H	H	H	H	H	H	M	H	H	H	H	H
CO 3	H	H	H	H	H	H	H	M	M	H	H	H	H	H
CO 4	H	H	H	H	H	H	H	H	M	M	H	H	H	H
CO 5	H	H	H	H	H	H	H	M	H	H	H	H	H	H

## Development Communication

Semester II  
23MEXC11

Hours of instruction/week : 4  
No. of credits: 4

**Objectives:** To enable students to

1. Understand the concept of development communication in the context of social change and India's development initiative.
2. To build an understanding of the concept, scope and theories of development journalism
3. To examine the interface of different elements of media, society and development.
4. Learn the fundamental and applications of different communication media for broadcasting and publication

### **Unit I Development Communication 12**

Development communication- Definition, concept and genesis, characteristics, philosophy & approaches to development communication. roles of development communication, goals of Development Communication, Difference between communication for development and development communication, Approaches of Development Communication, Communist movement in India

### **Unit II Advertisement 12**

Advertising concept, types (audio, visual and Audio Visual, zingle etc and role of advertisements, Analysis of advertisement in media-print, audio and video. Designing advertisements for media-print, audio and video, Audience segmentation and its importance in advertising, laws, standards & regulations and ethics, designing advertisement- focus and process media ethics, reduce consumer course to regulate advertisement. Analysis any one advertisement based on social issue

### **Unit III Image and Graphics 12**

Introduction to digital Image, type and properties of graphics, Color's theory : models and modes, Fundamental digital image and file formats . Basics Concept making and Implement on Computer, Generating Ideas, Basics About Various Software's in Industry for still image manipulating, knowledge about pixels, measuring units in diff image manipulating software's.

### **Unit IV Behavioural Change Communication 12**

Advocacy Meaning, purpose and types of Advocacy Tools, techniques and approaches of advocacy Elements of an advocacy strategy Advocacy Planning Cycle - planning advocacy campaigns for different Stakeholders Relationship between advocacy, programme communication and social mobilization

### **Unit V Broadcasting Media and Web 12**

Writing for web, Characteristics of web writing, technical writing, blogs, online journalism for development cause. Freedom of Expression, Restrictions on publications, ethics and responsibility, defamation, libel, Citizen Journalism. Develop a PSA (Public Service Announcement). Visit different media office and prepare report, Documentation on any social issue- script writing, editing, sound effect, light effect, voice modulation. Developing newsletter, ethics of media, selecting agenda for publication and broadcasting.

**Total hours 60**

## References

1. **Aggarwal Virbala.**, 2021, *Handbook of Journalism and Mass Communication*, Concept Publishing Co.
2. **Allan Kennedy, Gary Godin**, 2020, *Social Media Marketing Secrets 2021*, Independently
3. **Belch**, 2017, *Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE)*, McGraw Hill Education
4. **H. Leslie Steeves and Srinivas R. Melkote**(2013). *Communication for Development in the Third World: Theory and Practice for Empowerment*, New Delhi: SAGE Publications India.
5. **Kumar Keval J.**, 2020, *Mass Communication in India*, Jaico Publishing House Published, ISBN-13 : 979-8564363396
6. **Rajesh K. Singh** (2010) *Broadcast Journalism Techniques of News Writing Reporting And Production*, Manglam Publications.
7. **Rantanen, T.** (2005). *The Media and Globalization*. New Delhi: Sage Publications.
8. **Singhal, A. & Rogers, E.** (2001). *India's Communication Revolution-From Bullock Carts to Cyber Marts*. New Delhi: Sage Publications
9. **Stephen M. Croucher.**(2016)., *Understanding Communication Theory: A Beginner's Guide*, Routledge publisher
10. **Tom Funk (2013)**, *Advanced Social Media Marketing*, Apress.  
<https://link.springer.com/content/pdf/10.1007/978-1-4302-4408-0.pdf>

## Journal

1. Communication Research (CR)
2. *Journal of Development and Communication Studies*
3. *Journal of Mass Media*
4. *Kisan World*
5. *Kurushetra*
6. *The Journal of Development Communication*

## Course Outcomes :

1. Understand the concept, characteristic and goals of development communication
2. Know the role of advertisements, designing advertisements for media – print, audio and video
3. Have knowledge about types and properties about images and graphics, study about various software's in industry for still image industry
4. Understand the types, techniques and approaches of advocacy, advocacy planning cycle and advocacy campaigns for different stake holders
5. Build an understanding of the web writing, freedom of expressions and citizen journalism
6. To develop the skill of different media use as communication strategy

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	H	M	H	H	M	M	M	M	L	L	M	-	-	L
CO 2	H	M	M	M	M	H	L	M	H	-	M	M	L	-
CO 3	H	H	-	H	-	H	H	H	H	-	H	M	H	L
CO 4	M	M	H	H	L	H	L	M	M	H	H	H	H	M
CO 5	M	M	H	M	H	M	L	M	M	L	M	H	M	M

**Practical III : Communication****Semester II**  
**23MEXC12****Hours of instruction/week : 6**  
**No. of credits : 4****Objectives:** To enable the students to

1. provide students with skills and different approaches to “reading” documentary films that deal with social issues.
2. introducing students to how to visually express social issues
3. understand the importance of Documentation
4. Students have familiarized themselves with the art of socially engaged storytelling through documentary film.

<b>Unit I</b>	20
Elements of the training will include interview techniques, observation exercises, learning story construction and narrating rural structure	
<b>Unit II</b>	20
Synopsis, treatment and script writing, camera techniques, sound recording, log writing, and film editing.	
<b>Unit III</b>	10
Recording for Community Radio	
<b>Unit IV</b>	20
Practice of Verbal and Non verbal skills, Listening and Reading	
<b>Unit V</b>	20
Preparation of documentary movie and documentation	

Field Observation	- 10	
Script writing	- 10	CIA – 40
Documentary Movies	- 10	
Documentation	- 10	
Viva Voce (CE)		CE – 60
<b>Total</b>	<b>100</b>	

**Total hours 90****Course Outcomes:**

1. Understand the social issues in the field
2. Knowledge in recording and capturing the events
3. Know to write script for radio and documentary movies
4. Enable the Students to do creative group work in the field of social sciences that seeks to equip the students with increasingly sought after skills of understanding, producing and using media in the digital age.
5. Build an understanding of the documentation and documentary movie

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO11	PSO1	PSO 2	PSO 3
CO 1	H	H	H	M	H	H	H	H	H	H	M	H	H	H
CO 2	M	H	M	H	H	H	M	M	M	H	M	H	H	M
CO 3	H	H	M	H	H	H	H	M	M	H	M	H	H	M
CO 4	H	H	H	H	H	H	H	H	M	H	M	H	H	H
CO 5	M	M	H	H	M	M	M	M	M	H	M	H	H	M



## Research Methods and Statistical Applications

Semester II  
23MEXC13

Hours of instruction/week: 4  
No. of credits: 4

**Objectives:** To enable the students to

1. Understand the research and its types
2. Understand the fundamental principles and techniques of methodology concerning research and
3. Apply statistical procedure to analyze numerical data and draw inferences.

### **Unit – I Introduction to Research , Types of Research and Research Design** 12

Definition, Objectives and characteristics of research (self study)- Level of Research - Types of Research- Basic , applied , Action , Evaluation, experimental , Surveys- Descriptive , diagnostic and exploratory. Hypothesis, Objectives of the study, Variables, types and their measurement. Basic components of research design and its types, - Sampling Procedure - Probability and non probability sampling methods – Research Design

### **Unit – II Data and Tools of Data Collection** 12

Primary and secondary data. Data sources, Interview schedules and questionnaires, Interviews and Type of Interviews (self study), case study , Focused group discussion - Pre-testing and Pilot study, Editing and coding of data, Data collection through PRA.

### **Unit – III Organization and Representation of Data, Report Writing** 12

Classification-, qualitative, quantitative- frequency distribution, discrete and continuous Tabulation of data parts of a table, preparation of blank tables, Diagrammatic – One dimensional diagrams-Two dimensional diagrams-pictogram and cartographs, Graphical, frequency graphs- Line , polygon, curve Histogram-cumulative frequency graphs-gives, use of SPSS/Excel for data analysis.

### **Unit – IV Descriptive Measures** 12

Mean , median , mode their applications, Measures of dispersion – standard deviation, coefficient of variation , percentiles and percentiles ranks, Correlation co-efficient and its interpretation, rank correlation, Regression equations and predications. Association of attributes contingency table .

### **Unit – V Probability and Tests of Significance** 12

Rules of probability and its applications, Normal, binomial, their properties, importance of these distributions in research studies ,Large and small sample tests, 't', F and chi square tests ANOVA and applications. Preparation of report-Thesis dissertation/ technical reports, writing-abstract, Bibliography

**Total hours 60**

## References

1. **Dwivedi H.** 2014, *Research Methodology in Social Science*, Pointer Publishers
2. **Gosh.B.N.**, 2006. *Scientific Methods and Social Research*, Sterling Publishers Pvt.ltd., New Delhi.  
<http://dSPACE.vnbrims.org:13000/jspui/bitstream/123456789/4679/1/The%20SAGE%20Handbook%20of%20Social%20Research%20Methods.pdf>
3. **Kulbir Singh. S.**, 2006. *Methodology of Research in Education*, Sterling Publishers Pvt. Ltd., New Delhi
4. **Patil, Shridhar,** 2020, *Research Methodology In Social Sciences*, New India Publishing Agency (Nipa)
5. **Pradip Kumar Sahu**, 2013, *Research Methodology: A Guide for Researchers in Agricultural Science, Social Science and Other Related Fields*, Springer.
6. **Sinha.A.,Patil.S.**, 2013, *Research Methodology in Social Sciences*, New India Publishing Agency, New Delhi

## Course Outcomes :

1. Understand the fundamental principles of methodology concerning research
2. Expose the students to the tools of data collection
3. Understand organization and representation of data and apply in report writing
4. Explore the various descriptive measures
5. Apply statistical procedure to analyse numerical data and draw inferences

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	H	M	L	M	H	H	L	L	M	M	H	H	M	M
CO 2	H	M	L	H	M	L	M	M	H	L	H	H	H	M
CO 3	M	H	M	H	M	M	H	H	M	L	M	H	M	H
CO 4	H	H	M	L	M	H	H	M	L	H	H	M	M	H
CO 5	H	M	H	H	M	L	H	H	L	M	H	M	H	M

## Mini Project

Semester II  
23MEXC14

Hours of instruction/week: 1  
No. of credits: 2

**Objectives:** To enable the students to

1. Apply the subject matter knowledge in the field
2. Organizing programme in the field
3. Train them to document the activities

### Suggested Projects

1. Study the trend of caste/family system in the adopted areas
2. Analysis of programmes for different target group and their impact
3. Observation of Social Change in terms of marriage, child rearing, adolescent needs
4. Study of Leadership Pattern
5. Programmes of Environmental Management
6. Schemes for Solid Waste Management
7. Schemes of health in operation
8. Study on trends in Entrepreneurship
9. Schemes helping entrepreneurs
10. Health Care Delivery System
11. Applications of Waste Disposal
12. NGOs working for environment
13. EM Technology
14. Women empowerment programmes
15. Programme to promote entrepreneurship development among youth women (NRLM)

### Patten of Evaluation

Preamble for the project - review	: 10 marks
Planning the project	: 10 marks
Implementation of the project	: 30 marks
Evaluation and documentation	: 50 marks

### Course Outcomes:

1. Know the concept, scope of research
2. Enable the students to gain knowledge on different areas of research
3. Understand the scientific methods to study society
4. Analyse the practical knowledge of research and apply the subject matter knowledge in the field
5. Learn the art of reporting

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 2	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 3	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 4	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 5	H	H	H	H	H	H	H	H	H	H	H	H	H	H

## Programme Planning

Semester III  
23MEXC15

Hours of instruction/week : 3  
No. of credits: 4

**Objectives:** To enable the students to

1. Understanding the principles and procedure in programme planning
2. Understand the concept of monitoring and evaluation of the programmes and
3. Gain skills in planning, monitoring and evaluation of programmes

**Unit I            Programme Planning** 9

Meaning of programme planning, Definition, need for programme planning,  
Principles of programme planning, programme planning models.

**Unit II            Programme Development** 9

Steps in Programme planning, Identification of needs, Types of needs-felt and unfelt  
needs. Definition of an objective, Need for setting objective, Methods of setting  
objectives

**Unit – III        Programme Implementation** 9

Factors to be considered in planning a programme, Component of a plan of work,  
Calendar of work, Steps in preparing a plan of work, Selection and use of methods  
and aids for programme implementation and stages in implementation process.

**Unit – IV        Monitoring** 9

Meaning, definition of monitoring process, Monitoring indicators, Need for impact  
assessment, Steps in Impact assessment - Concept and domain, participatory  
monitoring

**Unit – V        Evaluation** 9

Meaning and Definition, Need and purpose of Evaluation, Degrees of Evaluation,  
Methods of Evaluation, Tools for Evaluation, Steps in Evaluation, Types of  
evaluation. Evaluating benefits. Feedback: Meaning and definition, Characteristics ,  
function and types of feedback.

**Total hours    45**

## References

1. Annabel Warbung, 1995. *"Toolkits : A Practical Guide to Planning, Monitoring, Evaluation and Impact Assessment"*. Save the Children, London, UK..
2. Britha Mikkelsen, 2005. *Methods for Development Work and Research*, Sage Publications Ltd., New Delhi.
3. David I.Cleland, 1995. *Project Management: Strategic, Design and Implementation*, McGraw Hill, New Delhi.
4. Debabrata Das Gupta, 2008, *Extension Education –Core Concepts and Emerging Areas*, Agrobios, Jodhpur
5. Moshin. M., 1977. *Project Planning and Control*, Vikas Publishing House Pvt. Ltd.
6. Nick Salafsky and Richard A. Margduis, 1998. *"Measures of Success: Designing, Managing, and Monitoring Conservation and Development Projects"*. Island Press, Washington D.C.
7. P.Muthian Manoheren, R.Arunchalam, 2003, *Agricultural Extension*, Himalaya Publishing House.
8. Partha Dasgupta, Amartya Sen and Stephen Marglin, 1972. *Guidelines for Project Evaluation*, Oxford & IBH Publishing Co., New Delhi.
9. Patrick Gudda, 2011. *"A Guide to Project Monitoring and Evaluation"*, Author House, Bloomington.
10. Paul J. Gertler, Sebastian Martinez, 2011. *"Impact Evaluation in Practice"*. The World Bank/ The International Bank for Reconstruction and Development, Washington D.C.
11. Prasanna Chandra, 1980. *Project Planning, Appraisal, Budgeting and Implementation*, Tata McGraw Hill Publishing Company Limited, New Delhi,
12. R.G.Ghattas, Sandra L.McKee 2003, *Practical Project Management*, Pearson Education (Singapore) Pvt. Ltd., Delhi.
13. S.V.Supe, 2019 Oxford & IBH Publishing- *An Introduction to Extension Education*
14. Santha Govind, G.Tamilselvi & J Meenankigai, 2013, *(Agrobios, India) Extension Education & Rural Development*
15. Shrutika Kasor, 2003. *Project Management*, Sumit Enterprises, New Delhi.
16. Uttam Kumar Singh, A.K.Nayak, 1997, *Common Wealth*, Publishers Extension Education

## Journal

1. Journal of Rural Development
2. Journal of Extension Education

## Course Outcomes:

1. Understand programme planning and programme planning model
2. Identified the needs of the community and develop a programme
3. Learn the technique of implementing a programme
4. Monitoring and assessing programme
5. Be able to evaluate the impact of the programme

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO11	PSO1	PSO 2	PSO 3
CO 1	H	H	H	M	M	M	M	M	M	M	M	M	M	M
CO 2	M	M	M	L	M	M	M	M	M	M	M	M	M	M
CO 3	L	L	L	M	-	L	-	-	L	L	L	M	L	M
CO 4	L	-	M	M	L	L	L	L	L	H	-	L	M	H
CO 5	L	-	M	M	M	L	L	M	L	L	L	L	M	H

## Practical IV: Field Operation of Rural Development Programmes

**Semester III**  
**23MEXC16**

**Hours of instruction/week : 5**  
**No. of credits: 4**

**Objectives:** To enable students to

1. understand the background of the selected village
2. develop ability in planning extension programme
3. learn the functions of current rural development programmes

Week in the Semester	Content
I	Identification of the community /area for practical
II	Developing rapport with the people, leaders and organizations
III	Location of basic institutions and study the profile
IV	Observation of various rural development programmes
V	Analysis of data and identification of needs
VI	Preparation of Plan of Work
VII	Conduct of the programme and monitoring
VIII	Evaluation and feed back
IX	Documentation/ Report

**CIA:** 100% Internal

### Break Up

Experiments - 5x8 (Field visit) = 40

CIA I - 10

CIA II - 10

Record - 10

Final CIA - 30

Total = 100

**Total hours 75**

Primary and secondary data collection and their analysis. Identification of needs, priorities, programmes, stakeholder analysis and developing programme.

### Course Outcomes:

1. Analyze the data and identification of needs
2. Understand the environment of the rural area
3. Observation of various programme existing in the adopted area
4. Preparation of plan of work
5. Monitoring and evaluation of the work

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	H	H	H	H	H	H	H	M	H	H	H	H	H	H
CO 2	H	H	H	H	H	H	H	M	H	H	H	H	M	H
CO 3	H	H	H	H	H	H	M	M	H	H	H	H	M	H
CO 4	H	H	H	H	H	H	H	M	H	H	H	H	H	H
CO 5	H	H	H	H	H	H	H	M	H	H	H	H	H	H

## **e-Extension**

**Semester III**  
**23MEXC17**

**Hours of instruction/week: 3**  
**No. of credits: 4**

**Objective:** To enable the students to

1. acquaint the students with scope of ICT in agriculture, networking and communication media.
2. get to know the services of IT in rural sector
3. Understand the recent innovation in e-extension

### **Unit-I Information and Communication Technology (ICT)**

**9**

Concept, definition, tools and application in extension education. Concept of e-Extension, New media tools- genesis and importance. Reorganizing the extension efforts using ICTs, advantages, limitations and opportunities.

### **Unit-II ICT Based Extension Initiatives**

**9**

Farmer Call Centre, m-krisi. ICT Initiatives of NGOs and Private Companies. ICT initiatives by ICAR, Value Added Services, Fisher Friend Project, SMS Services to farmers by development departments.

### **Unit-III ICT Based Extension Projects**

**9**

Agriculture and rural development projects : e-Velanmai (TNAU model), aAQUA, Digital Green, e-Agrik (e-Agriculture), KISSAN (Karshaka Information Systems Service and Networking), VASAT-Virtual Academy for the Semi-Arid Tropics, Touch Screen Kiosk.

### **Unit-IV e-portal**

**9**

Village Knowledge Centre (VRC/VRC/CIC): Introduction, concept, process for setting VRC-Warana Wired Village Project, Web Portals: AGRISNET, DACNET, InDG, EAL, i-KISAN, e-Krishi, ASHA, Agritech Portal, Agriwatch Portal, Shakti. ICTs for market information and Agri-Business: AGMARKNET, e-Choupal, e-NAM (National Agriculture Market)

### **Unit –V ICT Applications**

**9**

Case studies of ICT based extension projects – India and abroad cases – Conferencing - Remote sensing and GIS – social networking - online data collection tools - e-Extension- online and offline extension- Expert system apps in agriculture - Emerging issues in ICT.

**Total hours 45**

## References

1. A.S. Sandhu, 2004. *Text book on Agricultural Communication Process and Methods*. Oxford & TBH.
2. B Jirli, Deepak De & GC Kendadamth 2005. *Information and Communication Technology (ICT) and Sustainable Development*, Ganga Kaveri Publ. House, Varanasi.
3. E Extension, 2020 Department of Extension Education College of Agriculture, Jabalpur.
4. G.L. Ray, 2006. *Extension Communication and Management*. Kalyani Publ.
5. MANAGE, 2015, *ICT Tools and applications in Agricultural Extension*.
6. R Saravanan , 2010. *ICTs for Agricultural Extension*, New India Publ. Agency.
7. R Saravanan, C Kathiresan & T Indra Devi, 2011. *Information & Communication Technology for Agriculture and Rural Development*. New India Publ. Agency.
8. Shaik N Meera, 2008. *ICTs in Agricultural Extension Tactical to Practical*. Ganga Kaveri Publ. House, Varanasi.

## Journal

1. *Journal of Rural Development*
2. *International Journal of Information and Communication Technology*
3. *Journal of Multi Media*
4. *Journal of Social Media and Interactive Learning Environment*
5. Karthikeyan, C. 2012. "e-Velanmai- An ICT Enabled Agricultural Extension Model". *International Journal of Extension Education*, Vol. 8: 24 – 30, ISSN: 2319 – 7183.

## Course Outcomes:

1. Acquire knowledge on various ICT tools and success stories of ICT projects in India
2. Gain knowledge to establish community information centre
3. Become specialist in ICT in the field of rural development
4. Undertake public and private ICT project in future
5. Identify the recent innovation

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO11	PSO1	PSO 2	PSO 3
CO 1	M	M	M	M	M	M	M	M	M	H	M	H	H	H
CO 2	M	M	M	M	M	M	M	M	M	H	M	H	H	H
CO 3	M	M	M	M	M	M	M	M	M	H	M	H	H	H
CO 4	M	M	M	M	M	M	M	M	M	H	M	H	H	H
CO 5	M	M	M	M	M	M	M	M	M	H	M	H	H	H



**Entrepreneurship Development and Management**  
(Open Book)

**Semester III**  
**23MEXC18**

**Hours of instruction/week: 3**  
**No. of credits: 3**

**Objectives:** To enable the students to

1. Understand entrepreneurship development process, types and business environment
2. Internalize the skills of identifying enterprise and its appraisal
3. Understand the management of entrepreneurship

**Unit – I Entrepreneurship Development**

9

Concept, characteristics, theories and need for entrepreneurship development. Types and traits of entrepreneurs, stages of establishing enterprise, identification of the product by enterprise, feasibility report - technical, finance, market etc. MSME Act and classification-Micro, Small, Medium – product and service enterprises KVIC industries

**Unit – II Project Selection and Appraisal**

9

Idea generation and identification of the projects, innovations and sources of new idea-business project proposal - Project appraisal techniques - SWOC Analysis- incubation centres for entrepreneurs.

**Unit – III Women in Entrepreneurship Development**

9

Gender issues in Entrepreneurship Development, subordination of women-Government policies and programmes for women, women entrepreneurs achievements in India and World.

**Unit -IV Business Environment in India**

9

Technical, financial, political Governance. Environmental scanning. Index of economic freedom and ease of business in India compare to other countries in Globe. Supporting institutions and schemes for entrepreneurs from MSME and State Government

**Unit V Management**

9

Concept, meaning, importance and approaches-Managers quality, skills, role and characteristics-Management principles and functions – Entrepreneurship management.

**References**

**Total hours 45**

1. **Batra C.S.**, 2003. *Development of Entrepreneurship*, Deep and Deep Publication, New Delhi
2. **Francesco Fasano, Maurizio La Rocca, Tiziana La Rocca and Veronica Marozzo**, 2020. *Does Financial Institution Proximity Affect the Development of Entrepreneurship?*, Intechopen Publisher.
3. **Michael Laverty**, Colorado State University Global **Chris Littel**, North Carolina State University, 2020. *Entrepreneurship*, Rice University. [https://assets.openstax.org/oscms-prodcms/media/documents/Entrepreneurship-WEB\\_qNSArxT.pdf](https://assets.openstax.org/oscms-prodcms/media/documents/Entrepreneurship-WEB_qNSArxT.pdf)
4. **Radha.V.**, 2007. *Entrepreneurial Development*, Prasanna and Co., Chennai
5. **Sethurajan.S.**, 2003. *Principles of Entrepreneurship Development*, Vimal Publishers, Coimbatore

**Journal**

1. *Indian Journal of Marketing* Y-21, Haury, Gilani, New Delhi- 110016
2. *Journal of Social Change*, Sage Publication, Ministry of Rural Development Ministry of I and B Government of India

**Course Outcomes:**

1. Understand entrepreneurship development, enterprise and its types
2. Understand the techniques of project proposal and SWOC analysis
3. Analyse the gender issues in entrepreneurship
4. Know the business environment and supporting institutions and scheme for entrepreneurs
5. Examine the manager's role and characteristic principles and function

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	H	M	H	H	M	M	M	M	L	L	M	-	L	L
CO 2	M	H	-	M	H	H	L	H	H	-	H	H	M	-
CO 3	H	H	M	H	-	L	H	M	M	-	M	M	H	L
CO 4	H	H	H	-	L	H	-	M	M	H	-	M	M	-
CO 5	M	M	H	M	H	M	L	M	M	L	M	H	M	M

## NGO Management (Self Study Course)

Semester III  
23MEXC19

Hours of instruction/week : 1  
No. of credits: 4

**Objectives:** To enable the students to

1. Learn about the evolution, growth and development of Non-government Organizations.
2. Understand and analyze their structure and functions
3. Analyze the participation of community.

### Unit – I Voluntary Action

3

Concept, Nature and Scope of voluntary action. Theory of Voluntarisms. Evolution and growth of NGOs. SWOT analysis of NGO sector in India, Act applicable to form NGO AND BY LAWS- Renewal procedure.

### Unit – II Non-Governmental or Non-Government Organization (NGO)

3

Definition, meaning, classification, structure, philosophy, principles, significance, Role of NGOs with references to the community. National level and International NGOs and their focus.

### Unit – III Establishment of NGOs

3

Formation of Society and Trust - Requirement for registration and management. Rules and regulations governing a trust and society. Maintenance of accounts and audit Executive committee and Governing committee powers and duties.

### Unit – IV Support System

3

National / International agencies supporting NGOs. Project formulation and proposal Source of Funding: Government Grants, Foreign aid, Donations Donor Consortium approach, funding criteria

### Unit – V Policies and Programmes

3

Government programmes with NGO partnership FCR Act, New regulation for NGO and government control. National policy on voluntary sector under five year plans, NGOs Networking

**Total hours 15**

## References

1. **Beste Gökçe Parsehyan**, *Human Resources Management in Nonprofit Organizations: A Case Study of Istanbul Foundation for Culture and Arts*, intechopen, <http://dx.doi.org/10.5772/intechopen.68816>
2. **Chiara Tagliaro, Ying Hua**, 2021, *Decision-making theory, A Handbook of Management Theories and Models for Office Environments and Services*, Taylor and Francis Group.
3. **Deepa Narayan, et.al** 2000. *Voices of the Poor-Can Anyone Hear Us?* : Oxford University Press for the World Bank, Washington, D.C.
4. **Dorothea Hilhorbat**.2003.*The real world of NGOs: Discourses, Diversity and Development*. Zed Books Ltd. New Delhi
5. *Handbook for NGOs*, 2003. Nabhi Publications, New Delhi.
6. **Joel S.G.R. Bhose**, 2003. *NGOs and Rural Development – Theory and Practice*, Concept Publishing Company, New Delhi.
7. **John M.Riley**, 2002. *Stakeholders in Rural Development – Critical Collaboration in State – NGO Partnerships*, Sage Publications, New Delhi.
8. **Juli Fisher**,.2003. *Governments, NGOs and the Political Development of the Third WORLD*, RAWAT publications, Jaipur.
9. **Kumar,A.**, 2003. *Social change through NGOs*, Anmol publishers, New Delhi
10. **Ravi Shankar Kumar Singh**, 2003. *Role of NGOs in Developing Countries (Potentials, Constraints and Policies )*, Deep & Deep Publications (P) Ltd., New Delhi.

## Journal

1. Journal of Rural Development
2. Journal of Extension Education
3. Journal of NIRD
4. Journal of Socio Economic Change, ISEC, Bangalore

## Course Outcomes:

1. know the basic concepts, nature and scope of NGO's
2. analyze the sources of funding National and International levels
3. advocate the students to register and management of NGO's
4. explain the national and International NGO's and its importance
5. examine NGO's function at different fields, project evaluation and monitoring

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO11	PSO1	PSO 2	PSO 3
CO 1	M	M	M	M	M	M	M	M	M	H	M	H	H	H
CO 2	M	M	M	M	M	M	M	M	M	H	M	H	H	H
CO 3	M	M	M	M	M	M	M	M	M	H	M	H	H	H
CO 4	M	M	M	M	M	M	M	M	M	H	M	H	H	H
CO 5	M	M	M	M	M	M	M	M	M	H	M	H	H	H

## Internship / Training

Semester III  
23MEXC20

No. of credits: 2

**Objectives:** To enable the students to

1. Acquire an in-depth understanding of the practical aspects of knowledge and skills during the course work in the relevant subject/subjects.
2. Gain hands on experience for higher proficiency in their selected area of expertise.
3. Develop analytical abilities for situation analysis and bringing about improvements.

Students may be placed for a period of four weeks in any of the following sectors:

- Corporate sector (CSR Division)
- Donor agencies
- Banking institutions
- NGOs, or
- Govt. Projects
- Kisan call center
- Print media agencies
- Radio station
- Dhordhasan
- DRDA
- Collectorate
- NIRD
- SIRD
- KVK
- Extension Training centre
- NAAM
- MANAGE
- AMUL
- Cooperative Milk Society
- Cooperative Commodity based society

At the end, the student has to submit a report. The report is evaluated both internally and externally.

### Course Outcomes

1. Enhance skill development
2. Help them to live with community as a whole
3. Identifying the need and help them to solve their problems
4. Different job opportunities
5. Understand, advocate and implement rural development programme

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO11	PSO1	PSO 2	PSO 3
CO 1	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 2	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 3	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 4	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 5	H	H	H	H	H	H	H	H	H	H	H	H	H	H

## Village Placement Programme

Semester III  
23MEXC21

Hours of Instruction: 13  
No of Credits: 4

**Objectives:** To enable students

1. To train the students to acquire skills in data collection, organizing rural people, conducting need based programme, establishing collaborations with institutions and organizations of similar interest.

### Specific Learning Objectives

1. To inculcate the students on the following skills:
  - Interviewing
  - Data collection
  - Conducting case studies
  - Organizing people and conducting meetings
  - Establish linkages and collaborations with institutions and organizations
  - Documentation and reporting
2. To facilitate the students to gain enhanced social awareness and develop an attitude towards contributing to the society

### Course Contents

- Appraisal on social and economic conditions of villages using PRA methods
- Understanding and analyzing resource base and occupational pattern
- Assessing mobilities and linkages
- Extension Programme Planning and execution
- Campaigns on thrifts and savings
- Awareness programme on various social issues
- To conduct an exhibition on the knowledge and skills gained from the course in the campus on completion of the placement
- Documentation and reporting

### References

1. *Chris Hart*, 2011. *Doing your Master Dissertation*, Vistaar Publication
1. *Devadass, R.P and Kulandaivel.K.*, 1989. *A Hand Book of Methodology of Research*, RKMV, CBE
2. *Gupta S.P.*, 2010. *Statistical Methods*, Sullan Chand and sons, Daryang, New Delhi
3. *Kanneth and Abbott.B.B.*, 2006. *Research Design and Methods*, 6<sup>th</sup> edition Tata Mcgnaw -Hills edition
4. *Kothari.C.R.*, 2001. *Research Methodology*, Wilyegs Ltd, New Delhi
5. *Ranjith Kumar*, 2011. *Research Methodology a step guide for beginner's*, sage publication India Pvt Ltd.

### Journal

1. *Journal of Community Guidance and Research*
2. *Journal of Rural Development*

**Course Outcomes:**

1. Students will be exposed to various rural development institutions
2. Students gain practical knowledge in the field of extension education
3. Students gain confidence and skill to independently work on rural issues
4. Students can understand the professional values and ethics of the extension profession
5. Students can understand the profile of the rural settings

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO11	PSO1	PSO 2	PSO 3
CO 1	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 2	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 3	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 4	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 5	H	H	H	H	H	H	H	H	H	H	H	H	H	H

