

Unit 1: Home Science extension education

Concept, principles, philosophy, objectives and approaches. Genesis of rural development programmes in India. Community Development and Integrated Rural Development- concept, principles and objectives. Institution and its importance, types, etc. Relationship between family and community development. Gender sensitivity in extension education programmes. Leadership-concept, types, identification, leadership styles, training and mobilizing local leaders for community participation. Problems of women leaders. Panchayati Raj-philosophy, concept, functioning and scope. Extension methods and audio-visual aids. classification, selection, use and production. Modularized communication- concept, approach, need , process of designing instruction for transfer of communication. Concept, functions, key elements, theories and models of communication. Barriers to communication. Revolution in communication strategies. Advanced techniques in mass communication and software production, importance of media in TOT, importance of ICT in TOT. Participatory communication – theories and models, designing and developing participatory message. Concept, need and constraint of community based learning. Concept, steps, principles and theories of programme planning. Application of programme planning for Home Science Extension through PERT and CPM. Evaluation – concept, significance, methods and tools for monitoring and evaluation. Motivation and its importance. Development programmes, viz. Integrated Rural Development Programme (IRDP), Development of Women and Children in Rural Areas (DWCRA), Training of Rural Youth for Self Employment (TRYSEM), Krishi Vigyan Kendras (KVKs). Role of Non-governmental Organizations (NGOs) in extension, SWOT analysis of development programmes. Programmes and agencies promoting women as entrepreneurs. Types and techniques of training for developing entrepreneurial activities in Home Science areas. Self Help Groups- concept, organization, mobilization and functioning of SHGs for sustainability. Human Resource Development- concept, need and strategies.

- NITI Aayog
- Diffusion and Adoption of Technologies: Concept and element of diffusion process, adoption: meaning, process, factors & constraints, adaptor categories.
- Journalism: meaning, type, fundamentals of good writing editing & proof reading for print media.
- Video production: terminology related to video production, steps involved in video production.
- Information and communication Technology (ICT): meaning, types, use of ICT in extension.