Avinashilingam
Institute for Home Science and Higher Education for Women
University
(Estd. u/s 3 of UGC Act 1956)
Coimbatore - 641 043, Tamil Nadu, India
M.Sc EXTENSION AND COMMUNICATION

Programme Specific Outcomes

1. Aquatint basic facts about rural society
2. Getting practical exposure on existing rural development programmes, rural governance, PRA and NGO management
3. Developing skills to mobilize the community participation in development programmes
4. Train the rural development stakeholders
5. 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 2017-2018 & 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									
1	17MEXC01	Social Anatomy	4	-	3	40	60	100	4
1	17MEXC02	Extension Education	4	-	3	40	60	100	4
1	17MEXC03	Community Development	4	-	3	40	60	100	4
1	17MEXC04	Adoption and Diffusion of Innovation	5	-	3	40	60	100	3
1	17MEXC05	Panchayat Raj	5	-	3	40	60	100	4
1	17MEXC06	Practical I : Training in Grass root Development Organizations	-	6	3	40	60	100	4
11		CSS		2		25		25	
Second Semester									
1	17MEXC07	Methods and Applications in Rural Planning	5	-	3	40	60	100	4
1	17MEXC08	Community Health and Nutrition	4	-	3	40	60	100	3
1	17MEXC09	Development Communication	4	-	3	40	60	100	4
	17MEXC10	Practical II: Communication		6	3	40	60	100	4
1	17MEXC 11	Research Methods and Statistical Applications	4	-	3	100	-	100	4
1	17MEXC12	Mini Project	1	-	-	100	-	100	2
1		Interdisciplinary Course	4	-	3	40	60	100	4
11		CSS		2	3	25	50	75	1
11		Professional Certification							2
		Internship / Training during summer vacation for one month to various organization							

1

		Third Semester							
1	17MEXC 13	Programme Planning	5	-	3	40	60	100	3
	17MEXC 14	Practical III – Field Operation of Rural Development Programmes		6	3	40	60	100	4
	17MEXC 15	Group Dynamics	5	-	3	40	60	100	3
1	17MEXC16	e-Extension	5	-	3	40	60	100	3
1	17MEXC17	Entrepreneurship Development and Management (open book)	4	-	3	100	-	100	3
1		Multidisciplinary Course	2	-	3	100	-	100	2
1	17MEXC 18	NGO Management (Self Study course)	1	-	3	40	60	100	4
1	17MEXC19	Internship / Training	-	-		100	-	100	2
		Library	2						
		Fourth Semester							
1	17MEXC20	Village Placement Programme		15	3	40	60	100	4
1	17MEXC21	Thesis	-	15	-	100	100	200	6
		Total							**85**

Other course to be undergone by the students

MOOC Course – 2 credits

Note: Minimum 85 credits to earn the degree

Other courses offered by the Department

Interdisciplinary Course:

17MEXI01 **-** Advertisement and Visual Publicity

Multidisciplinary Course:

17MEXM01 - Communication for Societal Development Service

Professional Certification Course

Entrepreneurship Training and Development

Social Anatomy

Semester I   **Hours of instruction/week : 4**
17MEXC01   **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

Unit – I   Social Structure   18

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

Unit – II   Basic Concepts   20

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

Unit – III   Culture and Civilization   10

Culture- Characteristics and functions, Civilization - Characteristics and functions, Difference between Culture and Civilization

Unit – IV   Social Control   6

Concept, need, means of Social Control – formal and informal agencies of social control-values, norms folkways, customs, mores, laws and fashion. Folkways taboos, beliefs in rural /urban society

Unit – V   Social Process   6

Concept of Social Process, kinds of social interaction – co-operation, competition, conflict accommodation and assimilation. Value system-Types and their role in human behavior

Course Outcomes:
1. Know and understand the rural and urban structure and social stratification
2. Gain knowledge on social institutions and changing trends
3. Analyse the different culture present in the society
4. Examine the agencies of social control
5. Understand the interaction process and the consequences

Reference:

1. **Shankar Rao, C. N.** 2007. **Sociology of Indian Society**, S. Chand and Company Ltd., New Delhi.
2. **Vidhya Bhushan and Sachdeva, D. R.** 2005. **An introduction to sociology**, Kitub Mahal Agencies, Allahabad.
3. **Sharma.R.N.,** 2003. **Principles of Sociology,** Media Promoters Publishers Pvt., Ltd., Mumbai

4. *Shankar Rao, C. N.* 2003. *Sociology Primary Principles*, S. Chand and Company Ltd., New Delhi

5. *Srinivas, M. N,* 2000. *Social Change in Modern India,* Orient Longman, Chennai.

Journal:

1.   Journal of *Social Change*, Sage Publication, Ministry of Rural Development, Ministry of
      I and B, 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

Extension Education

Semester I   **Hours of instruction/week : 4**
17MEXC02   **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   12

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   12

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

Unit – III   Classification of extension methods   12

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   12

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

Unit – V   New initiatives in Extension pluralism   12

Meaning and definition of private extension, Public extension and Extension pluralism, Role of public and private extension system, Strategies for privatizing Extension, Cyber extension, Public private partnership, New Concepts: Demand driven extension, market led extension

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 extension pluralism

References:

1. 1. Reddy, Adivi. A., (1995), Extension Education, Sree Lakshmi Press, Bapatala
2. Dahama. O.P., Bhatnagar O.P., (1995), Education and Communication for Development, Oxford & IBH Co, New Delhi
3. Easwaran A., (2007), ABC of Extension Education, GRI, Gandhigram
4. Supe. S.V., (1985), An Introduction to Extension Education, Oxford & IBH Publishing Co, New Delhi,
5. Willson M.C. and Gallup. G., (1955), Extension Teaching methods, US Department of Agriculture, Washington.
6. Hass Kennath. B., and Packer Harry. Q., (1955), Preparation and use of Audio Visual Aids, Prentice Hall, Inc.
7. Van Dan Ban, Text Book Extension Education

Websites:

1. www.india.com/in author. "Advi + Reddy
2. http://www.extension.missouri.edu/staff/programdev/plm
3. http://www.krishiworld.com/htm/agri_extension_edu1.html
4. http://www.uasd.edu/extension.htm
5. http://www.communicationskills.co.in/importance-of-communication-skills.htm

Journals:

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

Community Development

Semester I   **Hours of instruction/week : 4**
17MEXC03   **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   12

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

Unit – II   Evaluation of Community Development programme   12

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   12

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   12

Phases: relationship, assessment, discussion, organization, reflection, modification

and continuation.

Unit – V   Role of community organizer   12

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.

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. Analyse phases of community organization
5. Understand the role of community organizer in community development

References

  1. Indra Godara (2013) "committee and community organization", Black prints publishing
  2. Banta Sharma Nidaugmayum (2015)"Community organization and social registration", Janada prakashan New Delhi.
  3. Thomas William, A. J. Christophes(2015)"Rural Development concept and Recent approaches", RAWAT publication.

4. Readdy A.SA.,(2001),"Extension education", Sree Lakshmi press,Bapatla-522101
5. Kunal Bhatia(2012),"Social Work and Community Development", Sonali Publications, New Delhi-110002
6. Nisha Chandhary (2010)"Social welfare and community Development, Murrilal & Sons, New Delhi-110002.

Journal

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

Diffusion and Adoption of Innovations

Semester I   **Hours of instruction/week : 5**
17MEXC04   **No. of credits : 3**

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   18
Concept, meaning, differences between communication and diffusion; Elements of diffusion; Innovation-development process; Social construction of technology.

Unit – II   Innovation   18

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   17

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   12

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   10

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

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

Reference:

1. Reddy Adivi, A. 1987. Extension Education. Sree Lakshmi Press, Bapatla.
2. Rogers Everett, M. 1983. Diffusion of Innovations. 3rd Ed., The Free Press, New York.
3. Rogers Everett, M. 2003. Diffusion of Innovations. 5th Ed., The Free Press, New York.
4. Rogers Everett, M. and Shoemaker, F.F. 1971. Communication of Innovations-A cross cultural Approach. 2nd Ed., The Free Press, New York.

Journals

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

Panchayat Raj

Semester I   **Hours of instruction/week : 5**
17MEXC05   **No. of credits: 4**

Objectives: To enable students to

1. Acquiring the knowledge on Panchayat Raj system
2. Understanding the functioning of panchayat Raj
3. Understand administrative setup of Panchayat Raj

Unit – I   **Genesis of Panchayat Raj**   **18**

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.

Unit – II   **Fundamental of PR**   **18**

Democracy-Meaning and definition, Decentralization-Principles, philosophy and objectives of Democratic Decentralization, Meaning, definition, objectives, principles and philosophy of Panchayat Raj,73rd amendment act and it's salient features

Unit – III   **Three tier system**   **14**

Definition ,Duties and Responsibility of official and Non official of Gram panchayat, Panchayat Samithi,Zilla parishad.Tenure of panchayat Gram Sabha: Meaning, definition and Functions of gram sabha. Process of electing, Jurisdiction for Gram Panchayat, Town Panchayat and Zilla parishad, committees, sub committees for effective information and development work.

Unit – IV   **Organisational Structure**   **12**

Central level, State level, District level, Block level, Village level, Sources of finance.

Unit – V   **Achievement and award**   **13**

Awards meant for panchayat at various level(Central and State), Case studies of successful panchayat, Celebration of local governance day.

Course Outcomes :
1. Acquire the sound knowledge in system, functions and functionaries of PRI
2. Understanding the organizational structure of PRI
3. Apply the skills in the field to train the functionaries on duties and responsibilities
4. Strengthening their capacities at various levels
5. Sensitize the communities regarding various awards

References:

1. Aravind Das(2014)"Panchayat raj and Rural Development', publishing By Black print.
2. Dr.Jag deep singh,Dr Anju Beniwal (2015),"Panchayat raj and Rural development", Pointer publises jaipur 302003
3. R.P.Josh,G.S.Narwani(2011),"Panchayat Raj in India,Emerging trend across the states", RAWAT publication
4. Krishna chakraborty,swapan kumar bhattachary(1993),"Leadership, Factors and panchayati Raj" Rawat publications, jaipur and new delhi
5. Sanjay prakash Sharma(2006),"Panchayat Raj"Vista International pulishing House Delhi-110053(India)
6. Ashok kumar,A (2004)" womens in panchayat raj Institutions,"Anmol publication,New Delhi

Journal

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

Practical I: Training in Grass Root Development Organizations

Semester I	**Hours of instruction/week : 6**
17MEXC06	**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 weight age is as follows

	Internal	External	Total
Report	25	25	50
Viva - voce	25	25	50
			100

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

Methods and Applications in Rural Planning

Semester II   **Hours of instruction/week : 5**
17MEXC07   **No. of credits: 4**

Objectives: To enable the students to
1. Expose the students to know the fundamentals of PLA
2. Understanding the participatory Techniques and getting hands on experience in the field settings.
3. To get to know the local level planning

Unit – I   Participation   10

Meaning and definitions of participation, Types, Factor influencing participation, Process of participation, Dimensions of participation. Disadvantages of traditional method of planner, 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, Principles of PRA, Do's and Don't and advantages of PRA, Attitude Behavior change (ABC).

Unit – IV   Mapping and Diagram   19

Meaning, types of participatory maps, 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

Course Outcomes :
1. Gain knowledge on people participation
2. Acquire information of local and micro level planning
3. Know the basics of PRA
4. Train the community to do the exercise
5. Acquiring the skills to mobilize and involving the people in local participation

References:

1. Thomas William,A.J.Christophes(2015)"Rural Development concept and Recent approaches",RAWAT publication
2. Amitava Mukherjee(2004)"Participatory Rural Appraisal",Concept publishing company,New Delhi
3. Robert Chambers (1983), Rural Development: Putting the Last First, London, Longmen.
4. Robert Chambers (1997), Whose Reality Count: Putting the Last First, London Intermediate Technology Publication.
5. Somesh Kumar (2003), Methods for Community Participation, New Delhi, Vistaar Publications.
6. Britha Mikkelsen (1995), Methods for Development Work and Research, New Delhi, Sage Publications.
7. Narayanasamy. N (2009), Participatory Rural Appraisal: Principles, Methods and Applications, New Delhi, Sage Publications.
8. Richard A. Brueger (1998), Analysing and Reporting Focus Group Results, New Delhi, Sage Publications.
9. Neela Mukherjee, (1997), Participatory Rural Appraisal: Methodology and Applications, New Delhi, Concept Publishing Company.
10. Adhikary 2006, Participatory planning and project management in Extension Science, Agrotech publisher Academy

Websites:

1. www. Ids.ac.uk/ids/research/env/index.html
2. www. iied.org/participatory-learning action

Journals

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

Community Health and Nutrition

Semester II   **Hours of instruction/week : 4**
17MEXC08   **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.

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.

Unit – IV   Reproductive health   12

Meaning and definition of reproductive health, Maternal and children health, Antenatal care, Inter natal care, Postnatal care, Neonatal care, 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 and sanitation.

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

Reference:

1. Shashi Goyal, Pooja gupta.2012.Food,Nutrition and Health. Chand and company, Ltd, New Delhi
2. Park.J.E and Park.K.2005.Text book of Preventive and social medicine. Bajjaridas Bhanolt publishers, New Delhi
3. Nisha .M.S.,2006.Wings of Home Science, Kalpay Publication, Delhi
4. Srilakshmi.B.,2002.Food Science, New age International Ltd., New Delhi
5. Prabhakar,V.K.,2001.Prevention and control of population, Anmol publication Pvt., Ltd, New Delhi
6. Venkataiaha,S.,2001.Health Education, Anmol publication Pvt., Ltd, New Delhi.

Journal

1. World Health, Bulletin of the WHO, Who press, 1211 Geneve, 27, Switzerland
2. Nutrition today, American Society for Nutrition, Partner Publication
3. Hazard of health, Oriental watchman Publishing House, P.O.1417, Salisbury Park, Pune- 411037

Development Communication

Semester II   **Hours of instruction/week : 4**
17MEXC09   **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.

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

Unit II   Advertisement   12

Advertising concept, types (audio, visual and Audio Visual, zingle etc and role of advertisements, Analysis   od 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.

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 Writing for broadcast and web   12

Writing for eyes and ears. 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.

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

References

1. Rantanen, T. (2005). The Media and Globalization, . New Delhi: Sage Publications.
2. Singhal, A. & Rogers, E. (2001). India's Communication Revolution-From Bullock Carts to Cyber Marts . New Delhi: Sage Publications
3. Turrow, J. (2000). (2nd Ed.). Media systems in society, . New York: Longman Publications.

Journal

1. Journal of Mass Media
2. Kurushetra
3. Kisan World

Practical II- Communication

Semester II   **Hours of instruction/week : 6**
17MEXC10   **No. of credits: 4**

Objectives*:* To enable the students to
1. apply the knowledge of subject matter
2. enhance the communication skills among students
3. understand the importance of Documentation

Unit I   20

Visit to Press – to understand types of message and their paper

Unit II   10

Recording for TV/ News paper/ Gyana Vani

Unit III   20

Script writing for Radio / TV

Unit IV   10

Preparation of charts/ posters/ flash cards pictures/ photograph

Unit V   30

Preparation of documentary movie & Documentation
Practice of Verbal and Non verbal skills, Listening and Reading

Audio- visual aids	- 10
Print and Electronic Media	- 10
Documentary Movies	- 20
Documentation	- 60
Total	100

Course Outcomes:

1. Understand the messages of different newspaper
2. Knowledge in recording TV / Newspaper / Gnanavani
3. Know to write script for radio / TV
4. Enhance communication skills among students
5. Build an understanding of the documentation and documentary movie

Research Methods and Statistical Applications

Semester II   **Hours of instruction/week : 4**
17MEXC11   **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),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 design- Probability and non probability sampling methods

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 ,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

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

References

1. Devadas.R., 2000.A Handbook on methodology of Research, Sri Ramakrishna Vidyalaya, Coimbatore,
2. Gupta.S.P., 2002 .Statistical Methods, Sultan Chand & Sons, New Delhi,
3. Srivastava.A.B.L and Sharma. K.K., 2003 .Elementary Statistics in Psychology and Education, Sterling Publishers Pvt.ltd.
4. Kothari.G.R., 2004 Research Methodology, Methods and Techniques, Wiley Eastern Limited, New Delhi,
5. Gosh.B.N., 2006. Scientific Methods and Social Research Sterling Publishers Pvt.ltd., New Delhi.
6. Kulbir Singh. S., 2006 Methodology of Research in Education Sterling Publishers Pvt. Ltd., New Delhi,

Mini Project

Semester II   **Hours of instruction/week: 1**
17MEXC12   **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)

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

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

<center>**Programme planning**</center>

Semester III   **Hours of instruction/week : 5**
17MEXC13   **No. of credits: 3**

Objectives: To enable the students to

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

Unit I   Programme planning   15

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

Unit II   Programme Development   15

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

Unit – III   Programme implementation   15

Factors to be considered in planning a programme, Component of a plan of work, Calender of work, Steps in preparing a plan of work, Selection and use of methods and audio visual aids programme implementation.

Unit – IV   Monitoring   15

Meaning, definition of monitoring process, Monitoring indicators, Need for establishing impact assessment, Steps in Impact assessment. Participatory monitoring concurrent, past factor evaluation.

Unit – V   Evaluation   15

Meaning and Types of evaluation - Internal, External, Self. process, outcome and Impact evaluation. Measuring costs – Evaluating benefits. Evaluation Frame work Feedback: Meaning and definition, Characteristics , function and types of feedback. Impact assessment: Definition nature and support of impact assessment,

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

Reference

1. Prasanna Chandra, Project Planning, Appraisal, Budgeting and Implementation, Tata McGraw Hill Publishing Company Limited, New Delhi, 1980
2. Shrutika Kasor, Project Management, Sumit Enterprises, New Delhi, 2003
3. Partha Dasgupta, Amartya Sen and Stephen Marglin, Guidelines for Project Evaluation, Oxford & IBH Publishing Co., New Delhi, 1972.
4. Moshin. M., Project Planning and Control, Vikas Publishing House Pvt. Ltd., 1977.
5. David I.Cleland, Project Management: Strategic, Design and Implementation, McGraw Hill, New Delhi, 1995.
6. R.G.Ghattas, Sandra L.McKee, Practical Project Management, Pearson Education (Singapore) Pvt. Ltd., Delhi, 2003.
7. Britha Mikkelsen, Methods for Development Work and Research, Sage Publications Ltd., New Delhi, 2005.
8. Patrick Gudda "A guide to Project Monitoring and Evaluation", Author House, Bloomington (2011).
9. Paul J. Gertler, Sebastian Martinez, "Impact Evaluation in Practice". The World Bank/ The International Bank for Reconstruction and Development, Washington D.C. 2011.
10. Nick Salafsky and Richard A. Margduis "Measures of Success: Designing, Managing, and Monitoring Conservation and Development Projects". Island Press, Washington D.C. (1998).
11. Annabel Warbung"Toolkits : A practical guide to planning, monitoring, evaluation and impact assessment". Save the Children, London, UK. (1995).

Journal

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

PRACTICAL III: Field Operation of Rural Development Programmes

Semester III   **Hours of instruction/week : 6**
17MEXC14   **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	
III	Developing rapport with the people, leaders and organizations
IV	Location of basic institutions and study the profile
V	
VI	Observation of various rural development programmes
VII	
VIII	Analysis of data and identification of needs
IX	Preparation of Plan of Work
	Conduct of the programme and monitoring
	Evaluation and feed back
	Documentation/ Report

CIA: 100% Internal

Break Up
Experiments   -   5x8 = 40
                 CIA I   - 10
                 CIA II   - 10
                 RECORD - 10
                 Final CIA -30   Total = 100

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

Course Outcomes:
1. Analyse 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

Group Dynamics

Semester III   **Hours of instruction/week : 5**
17MEXC15   **No. of credits: 3**

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   15

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

Unit – II   Human behavior   15

Understanding intra and interpersonal 27ikipedi; Feeling, perception and assumptions
that influence interpersonal interactions.

Unit – III   Group Dynamics   15

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

Unit – IV   Managing groups   15

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

Unit – V   Group approaches   15

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

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

Reference:

1. John Maxwell, C. 2011. The 17 essential qualities of a Team Player, Manjul Publishing Pvt. Ltd, Bhopal.
2. George Beal, M., Joe Bohlen, M and J. Neil Raundabaugh. 2010. Leadership and Dynamic Group Action, Iowa State University Press, Iowa, USA.
3. Stephen Robins, P. 2006. Organisational Behaviour – Concepts, Controversies and Applications, Prentice Hall of India Pvt. Ltd., New Delhi.

Journals

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

e-Resources

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
4. http://www.icrc.org/eng/assets/files/other/irrc-870_castano.pdf
5. http://www.psysr.org/about/pubs_resources/groupthink%20overview.html

E- Extension

Semester III　　　　　　　　　　　　　　　　**Hours of instruction/week : 5**
17MEXC16　　　　　　　　　　　　　　　　　　　　**No. of credits: 3**

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

Unit-I ICT　　　　　　　　　　　　　　　　　　　　　　　**15**

Concept, definition, tools and application in extension education. Reorganizing the extension efforts using ICTs, advantages, limitations and opportunities, ICT-tools for planner-setting, GIS and precision forming methods.

Unit-II Telephone / Mobile Technology　　　　　　　　　　**15**

Telephone/Mobile Technology: Farmer Call Centre, SMS Broadcast Service, m-krishi. ICT Initiatives of NGOs and Private Companies. ICT initiatives by ICAR and SAUs, Value Added Services, Fisher Friend Project, SMS Services to farmers by Department of Agriculture.

Unit-III ICT based – Projects　　　　　　　　　　　　　　**15**

e-extension, Practices of ICT for Agricultural Extension: aAQUA, Digital Green, e-Agrik (e-Agriculture), e-Sagu (e-cultivation), KISSAN (Karshaka Information Systems Service and Networking),Solutions through Information, VASAT-Virtual Academy for the Semi-Arid Tropics, TouchScreen Kiosk, e-Extension

Unit-IV　　　e-portal　　　　　　　　　　　　　　　　　　**15**

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, IFFCO- Agri-Portal, Agriwatch Portal, i-Shakti. ICTs for market information and Agri-Business: AGMARKNET, e-KRISHI VIPNAN, ICT-e-CHOPAL, EID Garry-Indiagriline. e-NAM (National Agriculture Market)

Unit –V　　　Web based Modules　　　　　　　　　　　　　**15**
e-learning - e-content development, e-mail and Group mail. Multi media − meaning, steps, audio-video and animation and e-apps

Course Outcomes:

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

Reference

1. G.L. Ray, 2006. Extension communication and management. Kalyani Publ.
2. A.S. Sandhu, 2004. Text book on Agricultural communication process and methods. Oxford & TBH.
4. R Saravanan, C Kathiresan & T Indra Devi, 2011. Information & communication technology for agriculture and rural development. New India Publ. Agency.
5. R Saravanan 2010. ICTs for agricultural extension, New India Publ. Agency.
6. B Jirli, Deepak De & GCKendadamth 2005. Information and communication technology
7. (ICT) and sustainable development, Ganga Kaveri Publ. House, Varanasi.
7. 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 Social media and Interactive learning environment
4. Journal of Multi Media

Entrepreneurship Development and Management
(Open book)

Semester III   **Hours of instruction/week: 4**
17MEXC17   **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   **12**

Concept , characteristics, theories and need for entrepreneurship development . Trades of entrepreneur- Risk taking, decision making, planning , organizing, marketing etc Types 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   **12**

Idea generation and identification of the projects, innovations and sources of new idea Project appraisal techniques SWOC Analysis

Unit – III   Women in entrepreneurship development   **12**

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

Unit -IV Business environment in India   **12**

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   **12**

Meaning, importance of management and approaches. Managers role and characteristics
Management principles and functions.

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

Reference

1. Batra C.S., 2003. Development of Entrepreneurship, Deep and Deep Publication, New Delhi
2. Sethurajan.S., 2003. Principles of Entrepreneurship Development, Vimal Publishers, Coimbatore
3. Radha.V., 2007. Entrepreneurial Development, Prasanna and Co., Chennai

Journal

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

NGOs Management (Self Study Course)

Semester III   **Hours of instruction/week : 1**
17MEXC18   **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

Course Outcomes :
1. know the basic concepts, nature and scope of NGO's
2. analyse 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

References:

1. Kumar,A.2003.Social chang through NGOs, Anmol publishers, New Delhi
2. Dorothea Hilhorbat.2003.The real world of NGOs: Discourses, Diversity and Development. Zed Books Ltd. New Delhi
3. Juli Fisher.2003Governments,NGOs and the Political Development of the Third WORLD, RAWAT publications, Jaipur.
4. Joel S.G.R. Bhose (2003): NGOs and Rural Development – Theory and Practice, Concept Publishing Company, New Delhi.
5. Ravi Shankar Kumar Singh (2003):Role of NGOs in Developing Countries (Potentials, Constraints and Policies), Deep & Deep Publications (P) Ltd., New Delhi.
6. Handbook for NGOs (2003): Nabhi Publications, New Delhi.
7. John M.Riley (2002): Stakeholders in Rural Development – Critical Collaboration in State – NGO Partnerships, Sage Publications, New Delhi.
8. Deepa Narayan, et.al (2000): Voices of the Poor-Can Anyone Hear Us? : Oxford University Press for the World Bank, Washington, D.C.

Journal

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

Internship

Semester III
17MEXC19   **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

Advertisement and Visual Publicity

Semester III	**Hours of instruction/week: 4**
17MEXI01	**No. of credits : 4**

Objectives: To enable the students to

1. Gaining knowledge on advertising for commercial purposes and development communication
2. Learning skills for advertisement and visual publicity and
3. Preparing students for careers in advertisement

Unit I   Advertisement and Visual Publicity   12

Concept, scope and need for advertisement and visual publicity. Economic and social effects of advertising. Advertisement as a mass communication process. Discussion on different types of advertising: commercial and educational, modes/methods and advertisement.

Unit II   Media and Non-Media in Advertisement   12

Media research -meaning, role and conduct. Media for advertising: indoor, outdoor, word of mouth and display. Media vehicles and their relative merits.

Non-media - tools and techniques: social networking (face book, twitter and blogger) video conference and chatting tools such as Google, Yahoo, Skype and Rediff. Websites and Portals. Writing and enacting adds for Radio and TV. Writing adds for print media,   newspapers and magazines.

Unit III   Techniques of Advertisement   12

Meaning, functions and types of layout. Principles of good layout and art work. Various types of printing processes.

** Unit IV   Advertisement Ethics   12**

Ethics in advertising: Ethical issues in advertising, unethical advertising, Code of Advertising Standards Council of India, consumer rights and implications.

Unit V   Advertisement for Development Communication   12

Use of advertisement as a medium for development communication: Merits and limitations. Popular agencies for advertising.

Course Outcomes:

1. To understand the concept and need for advertisement and visual publicity
2. Describe media and non media in advertisement
3. Explain the functions and techniques of advertisement and the types of printing processes
4. Explain the ethics in advertising and understand the code of advertising standard council of India

Assess the use of advertisement as a medium for development communication and its merits and demerits

Reference

1. Agarwal, N.P., Tailor, R.K and Sunita,A., (2009). Advertising and Publicity, Pratecksha Publication, Jaipur
2. Chunawalla,Kumar,Sethia,Subramanian,Suchak., (2006) Advertising, Theory and Practice, Himalaya Publishing House, Mumbai

Journal
1. Journal of Communication
2. Journal of Advertisement
3. Journal of Mass Communication

Multi Disciplinary Course

Communication for Societal Development Service

Semester III   **Hours of instruction/week : 2**
17MEXM01   **No. of credits: 2**

Objectives
 1. Understanding the concept and process of communication for development service
 2. Acquiring skills in Information Education and Communication (IEC)
 3. Understand the importance of communication   for the development of society

Unit I   Communication   6
Definition need and types of communication. Process and models of communication:
Aristotle, Berlo, Paul Leagans, Lasswell, Shanon and Weaver. Function of
Communication and Communication Skills

Unit II   Methods of Communication   6
Different methods of communication: individual, group, mass, mass-line and interactive
communication. Classification of audio-visual aids, Edgar Dale's Cone of Experience.

Unit III   Development Communication   6
Meaning, concept and scope of development communication. Development
communication in Press, Radio and TV. Observation of messages in media and reporting,
Project and non project Visual/ Audio Visual aid

Unit IV   Skills for Development Communication   6
Script writing for programmes on Community Radio, Community Video (TV) and
Digital folk media.

Unit V   Dissemination of Messages   6
Methods of dissemination of messages to target groups: girl children, youth and women.
Technology: Dissemination through Village Knowledge Centre, Touch Screen, Cyber
extension, Audio/Video Conferencing, FM Radio, Digital folk media. Evaluation of
media programmes, Agricultural portal for technology dissemination.

Course Outcomes :

1. Understand the need and need and types of communication
2. Assess the different methods of communication
3. Explain the scope of development communication
4. Enable the students to write script for community radio and video
5. Advocate the students to disseminate of messages to rural folk

Reference

1. Reddy,A.A., (2001). Extension Education, Sri Lakshmi Press, Bapatla.
2. Singh,UK and Nayak, A.K(2007) Extension Education, Common Wealth Publishers, New Delhi.
3. Gupta, D., (2007). Development Communication in Rural Sector, .Mukhopadhyay Abhijeet Publication, New Delhi.
4. Nisha,M, (2006) Understanding Extension Education, Kalpay Publications, New Delhi
5. Gowh B.R& Chamala S 1981, xtension Education and Rural Development Macmillan

Journal

1. Journal of Rural Development
2. Journal of Extension Education
3. Journal Global Communication, BHIS Varanasi