



# Institute of Home Science University of Kashmir

Hazratbal Srinagar-190006-(Kashmir) J&K

[NAAC Accredited Grade A+].



## Extension and Communication

The Programme Extension and Communication integrates this broad-based knowledge and focuses on community development with special focus on rural area, women and children. It combines the study of social, emotional, and physical aspects of community development considered within cultural contexts and relevant to social policies. It includes theories of Development which give points of reference to explain what to observe and how to understand the developmental process. This Programme is also useful source of behaviour and trends, and account for the path that individuals follow, whether these can be called paths of growth or lack of progress. It helps us understand social issues, welfare programmes, women empowerment, education and gender studies. The Programme of Extension and Communication also help students in understanding conservation, development and use of natural resources; proper farm and home management; better family living; youth development; leadership development; community and rural development; improving public affairs for all round development; raise the standard of living of the rural people by helping them in right use of their resources; help in planning and implementing the family and village plans for increasing production in various occupations; and provide facilities for better family living. Extension programs are service to extend research-based knowledge to the rural sector in order to improve the lives of rural people. Extension includes components of technology transfer, broader rural development goals, management skills, and non-formal education. It also includes women studies and child welfare. In this Programme students get opportunities to work with different kinds of leaders such as: innovators, opinion, community, or traditional leaders. The extension workers act as guide and educate them how to use new knowledge, skills and attitudes in solving their problems. The extension education helps all classes of people men, women and youth to solve their present and future economic, social and cultural problems. Extension Professionals they have witnessed serving their local communities.

Extension and Communication Programme help you stay on top of those ever-changing demands so you can better serve your community. The subject aligns the curriculum with the professional competencies, such as program planning, evaluation, communications, volunteer leadership, and other competencies that are essential for Extension professional success. The Extension and Communication Programme also prepares for Extension careers and beyond. The Subject brings forth academicians, in addition to master's and doctoral degrees. "Extension professionals have challenging and rewarding careers as they engage with their communities. Under the programme students are taken to field surveys so that they interact with stakeholders and get practical training of what they are learning. The experience goes beyond reading about a concept. Students are able to see, manipulate and participate physically. Students are able to see elements with their eyes rather than reading about it and believing what they are told in classrooms. It takes students from the book learning in the classroom and extend it to life situations. Students often question the importance of topics they study in class. Field visits answer their questions of how learning can be applied in life. Students incorporate the field survey experiences back into classroom activity after returning to department. The Subject has a unique outcome as public agency because the programme advances the environment, human health and well-being, youth, and communities while creating prosperity for all. The Programme helps the public and private sector to recruit and retain a high-performing workforce that helps individuals, families, farmers, and communities to innovate. Extension professionals provide solutions that improve the quality of life for families, women, children, youth, and communities.