



Institute of Home Science University of Kashmir

Hazratbal Srinagar-190006-(Kashmir) J&K

[NAAC Accredited Grade A+].



Ph.D. Integrated Course:2017

Paper-II Advances in Extension and Communication

Unit 1: Extension and Contemporary Issues

- Extension terminology, dimensions of extension, in-tension of ex-tension, motivation and process of extension, paradigms of extension
- Extension strategies: agricultural extension, animal husbandry extension, social forestry extension, rural industries extension, rural health extension, rural education extension.
- Extension Reforms in India Panchayats and decentralized decision making, planning for rural development: Planning process, multi-level planning, district planning, grassroot level planning (Block and village level planning) Kisan Call Centres.

Unit 2: ICT-Development & Communication

- Development, concept and theories of sustainable development
- Using communication for development
- ICT's for development of social, economic & political
- ICT for women & other vulnerable groups
- Internet for development

Unit 3: Participatory Rural Appraisal

- Meaning, principles and advantages
- Background on participatory approaches
- RA-process, team, structuring and choosing PRA team
- Participatory methods spare related, time related and PRA-relation methods

Unit 4: Extension Development Programmes

- Poverty alleviation programmes, minimum needs programmes
- Jawahar Rozgar Yojana, Employment Assurance Scheme (EAS), Swarnjayanti Gram Swarozgar Yojana (SGSY), Sampoorna Grameen Rozgar Yojana (SGRY)
- National social assistance programme (NSAP) Food Security: Targeted Public Distribution System (TPDS). Prime Minister's Rozgar Yojana (PMRY), Rural Employment Generation Programme REGP Rashtriya Mahila Kosh Programmes Finance Corporations
- Voluntary action, Voluntary agency administration, social action. formation and strengthening of voluntary organizations