

# **Transfer of Agricultural Technology**

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## **PREFACE**

The productivity and the production of different field as well as horticultural crops are stagnated and in case of certain crops declining trend in rate of productivity is noticed during post Green Revolution period. Further, it has been observed and well accepted that only about 30% of recommended improved agricultural technology has reached to the doorstep of farmers in India. The one of the most important reasons for unreaching the improved technology is the lack of use of appropriate methodology for transfer of agricultural technology. Therefore, this book has been written for helping development of the competent manpower in transfer of technology in agriculture. The book contains all important aspects of transfer of technology leading to building the required capability to transfer agricultural technologies in the learner. The different aspects of the subject communication and diffusion of innovations like transfer of technology, extension programme planning, extension teaching methods, agricultural journalism and human resource development through training have been comprehensively covered in the book.

Cyber extension tools are emerging as innovative electronic media for enhancing capability of the people everywhere and in all professions. To make the students, academicians and extension workers aware of its immense potential, a chapter on 'Cyber extension' has been incorporated and dealt extensively in the book. This shall help the readers in developing an understanding about various aspects of cyber extension, ICT tools and their application, particularly for agriculture and rural development.

The course 'Extension Methodologies for Transfer of Agricultural Technology' has been introduced recently at undergraduate level in the faculty of agriculture in all agricultural universities in India. We are very happy to let our readers know that the book has been planned to cover the contents of this course in the new curriculum so that this can serve as a text book for the UG agricultural students. This could also be used as reference book by students at post graduate level in agricultural universities as well as the students in traditional universities undergoing courses on extension education.

We acknowledge valuable contribution of the pioneers whose work has been referred and cited and thank to those who motivated to bring out this publication including the Scientific Publishers (India), Jodhpur.

— **Authors**

## CONTENTS

Chapter	Page
<b>1 Communication</b> – Meaning and Definition, Models, Elements and their characteristics, Barriers in communication.	1-25
<b>2 Diffusion and Adoption of Innovation</b> – Meaning and definition, Innovation-decision process, Adopters categories and their characteristics, Factors influencing adoption process. <b>Transfer of Technology (ToT)</b>	26-52
<b>3 Extension Programme Planning</b> – Meaning and Definition of planning, programmes and project, Importance, Principles and Steps in programme planning process. Monitoring and Evaluation.	53-82
<b>4 Extension Teaching Methods</b> – Meaning and Definition, Functions and Classification. <b>Individual Contact Methods</b> – Farm and home visit, result demonstration, minikit trials – Meaning, Objectives, Steps, Merits and Demerits. <b>Group Contact Methods</b> – Group discussion, Group discussion techniques – lecture, symposium, panel, debate, forum, buzz group, workshop, brain storming, seminar and conference, Method demonstration, Field trips – Meaning, Objectives, Steps, Merits and Demerits. <b>Mass Contact Methods</b> – Campaign, Exhibition, Farmers rally, Radio and Televisions, Community radio stations (CRS), Selection and Combination of Extension Teaching Methods.	83-152

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<b>5</b>	<b>Cyber Extension</b> - Internet, Cyber extension, e-mail, interactive experts systems, internet browsing, video-conferencing, kisan call centers and SATCOM Networks, Advance Information Sources - Agri-clinics.	153-183
<b>6</b>	<b>Agricultural Journalism</b> – Meaning and Definition, Purpose/Functions of Journalism <b>News</b> – Meaning and Definition, Sources of news, Types, Merits and Demerits.	184-191
<b>7</b>	<b>Capacity building of Extension Personnel and Farmers</b> – Meaning and Definition, Training process, Types of training, Training to Extension personnel, Farmers, Rural youth and Farm women, KVK	192-224
	<b>References</b>	225-227

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