

Department of Veterinary and Animal Husbandry

Extension Education

LECTURE SCHEDULE (THEORY AND PRACTICAL)

Credit Hours (3+1)

Classes Started from 21.11.2024

THEORY

S.No	Date	Name of Topic	Name of Course Teachers
Unit-1			
1.	21.11.2024	History of domestication and their social dimensions.	Dr. Selvam S
2.	26.11.2024	Evolution and relationship between agriculture and animal husbandry.	Dr. Harshita Bhumra
3.	27.11.2024	Farming and characteristics of farming in India.	Dr. Selvam S
4.	28.11.2024	Classification of farming, types and systems. Peasant farming, cooperative farming,	Dr. Harshita Bhumra
5.	03.12.2024	Classification of farming collective farming, contract farming, estate farming, organic farming, capitalistic farming.	Dr. Selvam S
6.	04.12.2024	Classification of farming, small-scale farming, large-scale farming, intensive, extensive farming, specialized, diversified, mixed, integrated and dry land farming.	Dr. Harshita Bhumra
7.	05.12.2024	Classification of farming- extensive farming, specialized, diversified	Dr. Selvam S
8.	10.12.2024	Mixed, integrated and dry land farming.	Dr. Harshita Bhumra
9.	11.12.2024	Role of animals in the contemporary society.	Dr. Selvam S
Unit-2			
10.	12.12.2024	Early extension efforts in India	Dr. Selvam S
11.	17.12.2024	Types of education: Formal, non-formal and informal education.	Dr. Harshita Bhumra
12.	18.12.2024	Extension education: Concept, levels, objectives and dimensions.	Dr. Selvam S
13.	19.12.2024	Principles, philosophy and functions of extension education.	Dr. Harshita Bhumra
14.	24.12.2024	Teaching learning process and steps in extension teaching.	Dr. Selvam S
15.	26.12.2024	Concept of need and its types	Dr. Harshita Bhumra

16.	31.12.2024	Rural development - Concept, significance and importance of rural development programmes for poverty alleviation.	Dr. Selvam S
17.	01.01.2025	Rural development - importance of rural development programmes for poverty alleviation.	Dr. Harshita Bhumra
18.	02.01.2025	Problems and Issues in development.	Dr. Selvam S
19.	07.01.2025	Panchayati Raj System.	Dr. Harshita Bhumra
Unit-3			
20.	08.01.2025	Concept of sociology and rural sociology in animal husbandry extension.	Dr. Selvam S
21.	09.01.2025	Culture: definition, elements, change, impact on production systems.	Dr. Harshita Bhumra
22.	15.01.2025	Basic sociological concepts - society, community and association.	Dr. Selvam S
23.	16.01.2025	Rural society: characteristics and differences among society, community and culture.	Dr. Harshita Bhumra
24.	21.01.2025	Characteristics and differences among tribal, rural and urban communities.	Dr. Selvam S
25.	22.01.2025	Social control: concept and means of social control (techniques, folkways, taboos, mores and laws).	Dr. Harshita Bhumra
26.	28.01.2025	Social stratification: definition, forms and characteristics (caste system and class system).	Dr. Selvam S
27.	29.01.2025	Social institutions in rural society: Social, economic, political, religious and educational (definition, composition and function).	Dr. Harshita Bhumra
28.	30.01.2025	Social change: concept, importance and factors.	Dr. Selvam S
29.	04.02.2025	Social groups: different groups, classification of social groups and their characteristics.	Dr. Harshita Bhumra
30.	05.02.2025	Social groups: social groups and their characteristics	Dr. Selvam S
31.	06.02.2025	Leadership: definition, functions of leader, types of rural leaders, Key communicators and their role in the animal husbandry extension.	Dr. Harshita Bhumra
Unit-4			
32.	11.02.2025	Technology- Concept, generation process, application, merits and de-merits.	Dr. Selvam S

33.	12.02.2025	Adoption and diffusion of innovations, stages of adoption, adopter categories, innovation decision process	Dr. Harshita Bhumra
34.	13.02.2025	Attributes of innovations, diffusion process, factors affecting adoption and diffusion processes.	Dr. Selvam S
35.	18.02.2025	Programme planning- principles, objectives and steps.	Dr. Harshita Bhumra
36.	19.02.2025	Evaluation of extension programme, constraints in the adoption of scientific animal husbandry practices.	Dr. Selvam S
37.	20.02.2025	Role of extension agents in diffusion of livestock innovations.	Dr. Harshita Bhumra
38.	25.02.2025	Cattle and buffalo improvement programmes: Key Village Scheme, Intensive Cattle Development Project, Gosadan and Gaushala.	Dr. Selvam S
39.	27.02.2025	Dairy development programmes: concept of cooperation, Rochdale principles of cooperation, objectives of cooperative	Dr. Harshita Bhumra
40.	04.03.2025	Amul pattern of dairy cooperative system and Operation Flood.	Dr. Selvam S
41.	05.03.2025	Transfer of technology projects of Indian Council of Agricultural Research (ICAR): Krishi Vigyan Kendra (KVK),	Dr. Harshita Bhumra
42.	06.03.2025	Agricultural Technology Information Centre (ATIC), Agricultural Technology Management Agency (ATMA),	Dr. Selvam S
43.	11.03.2025	National Agricultural Innovation Project (NAIP), Rashtriya Krishi Vikas Yojana (RKVY) etc.	Dr. Harshita Bhumra
44.	12.03.2025	Different on-going central and state government	Dr. Selvam S
45.	18.03.2025	Animal husbandry development programmes being run related to sheep, goat, poultry	Dr. Harshita Bhumra
46.	19.03.2025	Different on-going central and state government animal husbandry development programmes being run related to piggery, fodder production etc.	Dr. Selvam S
47.	20.03.2025	Development programmes being run related to piggery, fodder production etc.	Dr. Harshita Bhumra

Unit-5

48.	25.03.2025	Communication and its functions.	Dr. Selvam S
49.	26.03.2025	Basic concepts: communication fidelity,	Dr. Harshita Bhumra
50.	27.03.2025	Communication gap, time lag in communication, empathy	Dr. Selvam S
51.	1.04.2025	Homophily and heterophily, propaganda, publicity, persuasion and development communication.	Dr. Harshita Bhumra
52.	02.04.2025	Types of communication: Intrapersonal, interpersonal	Dr. Selvam S
53.	03.04.2025	Verbal, non- verbal, vertical, horizontal, organizational communication etc.	Dr. Harshita Bhumra
54.	08.04.2025	Elements of communication: Communicator, message, channel	Dr. Selvam S
55.	09.04.2025	Treatment of message, audience, and audience response (feedback).	Dr. Harshita Bhumra
56.	15.04.2025	Barriers of communication. Individual contact methods: Farm and home visit,	Dr. Selvam S
57.	16.04.2025	Farmer's call, personal letter, adaptive or minikit trial, farm clinic etc. Group contact methods:	Dr. Harshita Bhumra
58.	17.04.2025	Result demonstration, method demonstration, group meeting, training, field day or farmers' day, study tour etc.	Dr. Selvam S
59.	22.04.2025	Mass contact methods: Farm publications Leaflet, Folder, Pamphlet	Dr. Harshita Bhumra
60.	23.04.2025	Booklet, bulletin, farm magazine, newsletter etc.	Dr. Selvam S
61.	24.04.2025	Mass meeting, campaign, exhibition, newspaper,	Dr. Harshita Bhumra
62.	01.05.2025	Radio, television, mobile short message service.	Dr. Selvam S
63.	06.05.2025	Selection and use of extension teaching methods	Dr. Harshita Bhumra
Unit-6			
64.	07.05.2025	Introduction to Economics and Livestock Economics: definition and scope (production, consumption, exchange and distribution).	Dr. Selvam S
65.	08.05.2025	Basic concepts- wants, goods, wealth, utility, price, value, assets, capital, money, income etc.	Dr. Harshita Bhumra
66.	13.05.2025	Important features of land, labour, capital and organization.	Dr. Selvam S
67.	14.05.2025	Theories of demand supply and cost. Theories of	Dr. Harshita Bhumra

		production (law of diminishing return, increasing return, constant return and return to scale).	
68.	15.05.2025	Concept of market: market, market structure and classification of markets.	Dr. Selvam S
69.	20.05.2025	Market price and normal price	Dr. Harshita Bhumra
70.	21.05.2025	Price determination under perfect competition in short and long run.	Dr. Selvam S
71.	22.05.2025	Marketing functions: meaning and their classification (packaging, transportation, grading, standardization, storage and warehousing,	Dr. Harshita Bhumra
72.	27.05.2025	Processing and value addition, buying and selling, market information, financing, risk bearing, minimization of risks (speculation and hedging).	Dr. Selvam S
73.	28.05.2025	Marketing agencies, institutions and channels for livestock and livestock products.	Dr. Harshita Bhumra
74.	03.06.2025	Government interventions and role in marketing of livestock and livestock products.	Dr. Selvam S
75.	04.06.2025	External trade in livestock products	Dr. Harshita Bhumra
76.	05.06.2025	Recent policies on trade and international trade agreements and their implications in livestock sector.	Dr. Selvam S
Unit-7			
77.	10.06.2025	Definition of entrepreneur, entrepreneurship, enterprise and manager.	Dr. Selvam S
78.	11.06.2025	Difference between entrepreneur and entrepreneurship	Dr. Harshita Bhumra
79.	12.06.2025	Entrepreneur and enterprise, entrepreneur and manager.	Dr. Selvam S
80.	17.06.2025	Theories of entrepreneurship:	Dr. Harshita Bhumra
81.	18.06.2025	Sociological theory, economic theory, cultural theory, psychological theory..	Dr. Selvam S
82.	24.06.2025	Types, characteristics and functions of an entrepreneur	Dr. Harshita Bhumra
83.	25.06.2025	Forms of entrepreneurship: Sole proprietorship, partnership	Dr. Selvam S
84.	26.06.2025	Corporation, cooperative, joint stock company, Private and Public Limited Company	Dr. Harshita Bhumra
85.	01.07.2025	Introduction to financial management: concept, function	Dr. Selvam S
86.	02.07.2025	Analysis of financial statement, sources of capital	Dr. Harshita Bhumra

		(banks, venture capitals, etc.).	
87.	03.07.2025	Project appraisal- Introduction, importance, techno-economic feasibility	Dr. Selvam S
88.	08.07.2025	Criteria of project evaluation (discounted and non-discounted), capital budgeting, etc.	Dr. Harshita Bhumra
89.	09.07.2025	Business plan for enterprise.	Dr. Selvam S
90.	10.07.2025	Institutions promoting entrepreneurship in India.	Dr. Harshita Bhumra
91.	15.07.2025	Entrepreneurship development programmes.	Dr. Selvam S
92.	16.07.2025	Accounting: objectives, common terms. Personnel management	Dr. Harshita Bhumra
93.	17.07.2025	Identification of work, job analysis, division of labour etc.	Dr. Selvam S
94.	22.07.2025	Resource management- organization aspect of livestock farms	Dr. Harshita Bhumra
95.	23.07.2025	Resources and procurement of inputs and financial resources, breakeven-analysis etc.	Dr. Selvam S
Unit-8			
96.	24.07.2025	Strengths and limitations of ICTs application in livestock sector	Dr. Selvam S
97.	29.07.2025	farmer's capacity building.	Dr. Harshita Bhumra
98.	30.07.2025	Information kiosk, E-learning	Dr. Selvam S
99.	31.07.2025	CAD, virtual class room, virtual reality, multi-media etc.	Dr. Harshita Bhumra
100.	05.08.2025	Cyber extension- problems and prospects in livestock extension.	Dr. Selvam S
101.	06.08.2025	Computer networking: LAN, MAN, WAN, Internet, tele-conferencing,	Dr. Harshita Bhumra
102.	07.08.2025	Tele-text, radio-text, video-text, interactive cable distribution system, satellite communication, internet, www, etc.	Dr. Selvam S
Unit-9			
103.	12.08.2025	Gender and animal husbandry- definition, difference between gender and sex,	Dr. Selvam S
104.	13.08.2025	Role of women in animal husbandry,	Dr. Harshita Bhumra
105.	14.08.2025	Gender sensitization, importance of gender sensitization	Dr. Selvam S

		in animal husbandry,	
106.	19.08.2025	Need for gender analysis, gender budgeting and	Dr. Harshita Bhumra
107.	20.08.2025	Mainstreaming.	Dr. Selvam S
108.	21.08.2025	Salient features of recent livestock census	Dr. Harshita Bhumra
109.	26.08.2025	Livestock insurance scheme, national livestock mission.	Dr. Selvam S
110.	27.08.2025	Sustainability- concept of sustainability of livestock production system	Dr. Harshita Bhumra
111.	28.08.2025	Sustainability-livestock production system	Dr. Selvam S
112.	03.09.2025	social, environmental and economic challenges faced	Dr. Harshita Bhumra
113.	04.09.2025	Introduction to environmental consequences of livestock rearing.	Dr. Selvam S
114.	09.10.2025	Animal welfare: Introduction to animal welfare,	Dr. Harshita Bhumra
115.	10.10.2025	Ethics and rights.	Dr. Selvam S
116.	11.10.2025	Importance of animal welfare in the contemporary society.	Dr. Harshita Bhumra
117.	16.10.2025	Expectations from veterinary professionals	Dr. Selvam S

PRACTICAL

S.No	Date	Name of Topic	Name of Course Teacher
Unit-1			
1.	25.11.2024	Tools of data collection	Dr. Selvam S
2.	26.11.2024	Tools of data collection	Dr. Harshita Bhumra
3.	29.11.2024	Tools of data collection	Dr. Selvam S
4.	02.12.2024	Preparation of instrument for conducting social survey	Dr. Harshita Bhumra
5.	03.12.2024	Preparation of instrument for conducting social survey	Dr. Selvam S
6.	06.12.2024	Preparation of instrument for conducting social survey	Dr. Harshita Bhumra
7.	09.12.2024	Visit to nearby village	Dr. Selvam S
8.	10.12.2024	Visit to nearby village	Dr. Harshita Bhumra
9.	13.12.2024	Visit to nearby village	Dr. Selvam S
10.	16.12.2024	Conducting social survey for assessment of farming system and constraints	Dr. Harshita Bhumra
11.	17.12.2024	Conducting social survey for assessment of farming system and constraints	Dr. Selvam S
12.	20.12.2024	Conducting social survey for assessment of farming system and constraints	Dr. Harshita Bhumra
13.	23.12.2024	Data analysis and reporting	Dr. Selvam S
14.	24.12.2024	Data analysis and reporting	Dr. Harshita Bhumra
15.	27.12.2024	Data analysis and reporting	Dr. Selvam S
16.	30.12.2024	Organizing demonstration for farmers;	Dr. Harshita Bhumra

17.	31.12.2024	Organizing demonstration for farmers;	Dr. Selvam S
18.	03.01.2025	Organizing demonstration for farmers;	Dr. Harshita Bhumra
19.	07.01.2025	identification of key communicators by Socio-metric method	Dr. Selvam S
20.	10.01.2025	identification of key communicators by Socio-metric method	Dr. Harshita Bhumra
21.	13.01.2025	identification of key communicators by Socio-metric method	Dr. Selvam S
22.	17.01.2025	Familiarization with audio visual aids	Dr. Harshita Bhumra
23.	20.01.2025	Familiarization with audio visual aids	Dr. Selvam S
24.	21.01.2025	Familiarization with audio visual aids	Dr. Harshita Bhumra
25.	24.01.2025	Principle and use of projectors	Dr. Selvam S
26.	27.01.2025	Principle and use of projectors	Dr. Harshita Bhumra
27.	28.01.2025	Principle and use of projectors	Dr. Selvam S
28.	31.01.2025	Preparation of Radio Script	Dr. Harshita Bhumra
29.	03.02.2025	Preparation of Radio Script	Dr. Selvam S
30.	04.02.2025	Preparation of Radio Script	Dr. Harshita Bhumra
31.	07.02.2025	Preparation of Television script	Dr. Selvam S
32.	10.02.2025	Preparation of Television script	Dr. Harshita Bhumra
33.	11.02.2025	Preparation of Television script	Dr. Selvam S
34.	14.02.2025	Preparation and use of poster;	Dr. Harshita Bhumra
35.	17.02.2025	Preparation and use of poster;	Dr. Selvam S
36.	18.02.2025	Preparation and use of poster;	Dr. Harshita Bhumra
37.	21.02.2025	Preparation and use of chart	Dr. Selvam S
38.	24.02.2025	Preparation and use of chart	Dr. Harshita Bhumra
39.	25.02.2025	Preparation and use of chart	Dr. Selvam S
40.	28.02.2025	Preparation and use of flash cards	Dr. Harshita Bhumra
41.	03.03.2025	Preparation and use of flash cards	Dr. Selvam S
42.	04.03.2025	Preparation and use of flash cards	Dr. Harshita Bhumra
43.	07.03.2025	Preparation and use of farm publications for extension work;	Dr. Selvam S
44.	10.03.2025	Preparation and use of farm publications for extension work;	Dr. Harshita Bhumra
45.	11.03.2025	Preparation and use of farm publications for extension work;	Dr. Selvam S
46.	17.03.2025	Planning and organizing an awareness campaign (Health and Production)	Dr. Harshita Bhumra
47.	18.03.2025	Planning and organizing an awareness campaign (Health and Production)	Dr. Selvam S
48.	24.03.2025	Planning and organizing an awareness campaign (Health and Production)	Dr. Harshita Bhumra
49.	25.03.2025	Planning and organization of animal health camps	Dr. Selvam S
50.	28.03.2025	Planning and organization of animal health camps	Dr. Selvam S
51.	01.04.2025	Planning and organization of animal health camps	Dr. Harshita Bhumra
52.	04.04.2025	Exercise on rapid rural appraisal (RRA)	Dr. Selvam S
53.	07.04.2025	Exercise on rapid rural appraisal (RRA)	Dr. Harshita Bhumra
54.	08.04.2025	Exercise on rapid rural appraisal (RRA)	Dr. Selvam S
55.	15.04.2025	Exercise on participatory rural appraisal (PRA) technique	Dr. Harshita Bhumra
56.	21.04.2025	Exercise on participatory rural appraisal (PRA) technique	Dr. Selvam S
57.	22.04.2025	Exercise on participatory rural appraisal (PRA)	Dr. Harshita Bhumra

		technique	
58.	25.04.2025	Planning and organization of group discussion	Dr. Selvam S
59.	28.04.2025	Planning and organization of group discussion	Dr. Harshita Bhumra
60.	02.05.2025	Planning and organization of group discussion	Dr. Selvam S
Unit-2			
61.	05.05.2025	Rules of debit and credit in livestock business transactions	Dr. Selvam S
62.	06.05.2025	Rules of debit and credit in livestock business transactions	Dr. Harshita Bhumra
63.	09.05.2025	Rules of debit and credit in livestock business transactions	Dr. Selvam S
64.	12.05.2025	Journal Entry and Ledger Posting.	Dr. Harshita Bhumra
65.	13.05.2025	Journal Entry and Ledger Posting.	Dr. Selvam S
66.	16.05.2025	Journal Entry and Ledger Posting.	Dr. Harshita Bhumra
67.	19.05.2025	Writing of Cash Book	Dr. Selvam S
68.	20.05.2025	Writing of Cash Book	Dr. Harshita Bhumra
69.	23.05.2025	Writing of Cash Book	Dr. Selvam S
70.	26.05.2025	Balancing and preparation of final accounts	Dr. Harshita Bhumra
71.	27.05.2025	Balancing and preparation of final accounts	Dr. Selvam S
72.	30.05.2025	Balancing and preparation of final accounts	Dr. Harshita Bhumra
73.	02.06.2025	Exercise on calculation of depreciation	Dr. Selvam S
74.	03.06.2025	Exercise on calculation of depreciation	Dr. Harshita Bhumra
75.	06.06.2025	Exercise on calculation of depreciation	Dr. Selvam S
76.	09.06.2025	Visit to commercial enterprises of livestock production.	Dr. Harshita Bhumra
77.	10.06.2025	Visit to commercial enterprises of livestock production.	Dr. Selvam S
78.	13.06.2025	Visit to commercial enterprises of livestock production.	Dr. Harshita Bhumra
79.	16.06.2025	Preparation of dairy entrepreneurial project report	Dr. Selvam S
80.	17.06.2025	Preparation of dairy entrepreneurial project report	Dr. Harshita Bhumra
81.	20.06.2025	Preparation of dairy entrepreneurial project report	Dr. Selvam S
82.	23.06.2025	Preparation of sheep and goat entrepreneurial project report.	Dr. Harshita Bhumra
83.	24.06.2025	Preparation of sheep and goat entrepreneurial project report.	Dr. Selvam S
84.	27.06.2025	Preparation of sheep and goat entrepreneurial project report.	Dr. Harshita Bhumra
85.	30.06.2025	Preparation of poultry entrepreneurial project report.	Dr. Selvam S
86.	01.07.2025	Preparation of poultry entrepreneurial project report.	Dr. Harshita Bhumra
87.	04.07.2025	Preparation of poultry entrepreneurial project report.	Dr. Selvam S
88.	07.07.2025	Preparation of piggery project report.	Dr. Harshita Bhumra
89.	08.07.2025	Preparation of piggery project report.	Dr. Selvam S
90.	11.07.2025	Preparation of piggery project report.	Dr. Harshita Bhumra
91.	14.07.2025	Preparation of rabbit entrepreneurial project report.	Dr. Selvam S
92.	15.07.2025	Preparation of rabbit entrepreneurial project report.	Dr. Harshita Bhumra
93.	18.07.2025	Preparation of rabbit entrepreneurial project report.	Dr. Selvam S
94.	21.07.2025	Techno-economic feasibility report.	Dr. Harshita Bhumra
95.	22.07.2025	Techno-economic feasibility report.	Dr. Selvam S

96.	25.07.2025	Techno-economic feasibility report.	Dr. Harshita Bhumra
97.	28.07.2025	Exercise on BCR	Dr. Selvam S
98.	29.07.2025	Exercise on BCR	Dr. Harshita Bhumra
99.	01.08.2025	Exercise on BCR	Dr. Selvam S
100.	04.08.2025	Exercise on IRR	Dr. Harshita Bhumra
101.	08.08.2025	Exercise on IRR	Dr. Selvam S
102.	11.08.2025	Exercise on IRR	Dr. Harshita Bhumra
103.	12.08.2025	Exercise on NPW	Dr. Selvam S
104.	18.08.2025	Exercise on NPW	Dr. Harshita Bhumra
105.	19.08.2025	Exercise on NPW	Dr. Selvam S
106.	22.08.2025	Exercise on NPW	Dr. Harshita Bhumra
107.	25.08.2025	Exercise on BCR	Dr. Selvam S
108.	26.08.2025	Case study of successful entrepreneurial project.	Dr. Harshita Bhumra
109.	29.08.2025	Case study of successful entrepreneurial project.	Dr. Selvam S
110.	01.09.2025	Case study of successful entrepreneurial project.	Dr. Harshita Bhumra
111.	08.09.2025	Case study of successful entrepreneurial project.	Dr. Selvam S
112.	09.09.2025	Case study of successful entrepreneurial project.	Dr. Harshita Bhumra
113.	12.09.2025	Case study of successful entrepreneurial project.	Dr. Selvam S
114.	15.09.2025	Visit to livestock market.	Dr. Harshita Bhumra
115.	16.09.2025	Visit to livestock market.	Dr. Selvam S
116.	19.09.2025	Visit to livestock market.	Dr. Harshita Bhumra
117.	23.09.2025	Visit to livestock fair.	Dr. Selvam S
118.	26.09.2025	Visit to livestock fair.	Dr. Harshita Bhumra
119.	29.09.2025	Visit to livestock fair.	Dr. Selvam S
120.	03.10.2025	Exercise on economics of diseases.	Dr. Harshita Bhumra
121.	06.10.2025	Exercise on economics of diseases.	Dr. Selvam S
122.	07.10.2025	Exercise on economics of diseases.	Dr. Harshita Bhumra