

**A Brief Report on VALUE- ADDED COURSE on
AGRICULTURAL EXTENSION AND RURAL DEVELOPMENT**

Course Code- AGV-03-2324

(29 April 2024-13 May 2024)

Organized by

Department of Agriculture

Integral Institute of Agricultural Science & Technology (IIAST), Integral University, Lucknow

Agricultural Extension and Rural Development delves into foundational principles and practical strategies essential for understanding and addressing the multifaceted challenges prevalent in rural communities. By examining key concepts, such as community engagement, technology integration, and sustainable development, students acquire a comprehensive understanding of how to effectively promote agricultural practices and foster holistic rural development. Emphasizing innovative approaches, the course equips learners with the skills needed to navigate dynamic landscapes, fostering collaboration between stakeholders, leveraging advancements in technology, and implementing sustainable initiatives that enhance livelihoods and well-being within rural areas.

In response to this growing interest and demand, the Department of Agriculture, IIAST, Integral University, Lucknow took proactive steps by organizing a comprehensive virtual value-added course on "AGRICULTURAL EXTENSION AND RURAL DEVELOPMENT." The course was conducted from 29 April 2024-13 May 2024, spanned over 30+ hours and was thoughtfully designed by expert instructors. The course on Agricultural Extension and Rural Development equipped students with a versatile skill set to navigate the evolving landscape of agriculture and contribute meaningfully to addressing contemporary challenges in the field. The initiative reflects the commitment of IIAST to provide knowledge and skills that align with contemporary needs and opportunities in the field of Agriculture and Rural Development. This course was specially designed for all the Undergraduate and Postgraduate students of all departments throughout the university. A total of 245 students were registered and 201 students were passed in the course based on quiz and attendance.

The Value-Added Course was conducted under the guidance of Prof. Mohd Haris Siddiqui, Director, Integral Institute of Agricultural Science & Technology and Prof. Saba Siddiqui, Head, Department of Agriculture, Integral Institute of Agricultural Science & Technology. and was coordinated and facilitated by the following faculty members-

1. Dr. Sunil Kumar, Associate Professor, Department of Agriculture , Integral Institute of Agricultural Science & Technology (IIAST), Integral University, Lucknow
2. Dr. Akanksha Singh, Assistant Professor, Department of Agriculture , Integral Institute of Agricultural Science & Technology (IIAST), Integral University, Lucknow

The details of modules are as under-

S.No.	Date		Course Instructor	Module
	From	To		
1.	29/04/2024	01/05/2024	Dr. Akanksha Singh	Introduction, Basics of Agricultural Extension, Meaning, Extension education Process, Principles and Steps in Programme planning Development, Extension Approaches

				Quiz Test
2.	02/05/2024	04/05/2024	Dr.Sunil Kumar	Socio-Economic Dynamics in Rural Areas Socio-economic factors influencing agricultural practices and rural livelihoods, impact of policies and governance on rural development, Rural Policy and Governance, Poverty Alleviation Strategies Quiz Test
3.	05/05/2024	07/05/2024	Dr. Akanksha Singh	Communication and Participatory Approaches-Principles and Functions of Communication, models and barriers to communication, Diffusion and adoption of innovation, Participatory Rural Appraisal (PRA), Community-Based Extension Methods Quiz Test
4.	08/05/2024	10/05/2024	Dr.Sunil Kumar	Technology Integration in Agricultural Extension-ICT Applications in Extension Services, mass media for extension advisory services, social media for extension advisory services, Artificial Intelligence for extension advisory services. Quiz Test
5.	11/05/2024	13/05/2024	Dr.Sunil Kumar and Dr. Akanksha Singh	Sustainable Rural Development Strategies Sustainable Agriculture Practices- concept and definition, Climate Change Adaptation in Rural Areas, Global Perspectives on Rural Development Quiz Test

All the participants who successfully completed the course were awarded e-certificates on the basis of their quiz test, feedback for every unit, attendance, general feedback, and moreover 50% qualifying criteria for the course.

Number of students registered

Number of students registered	No of students attained certificate	Percentage engagement
245	201	82.04 %

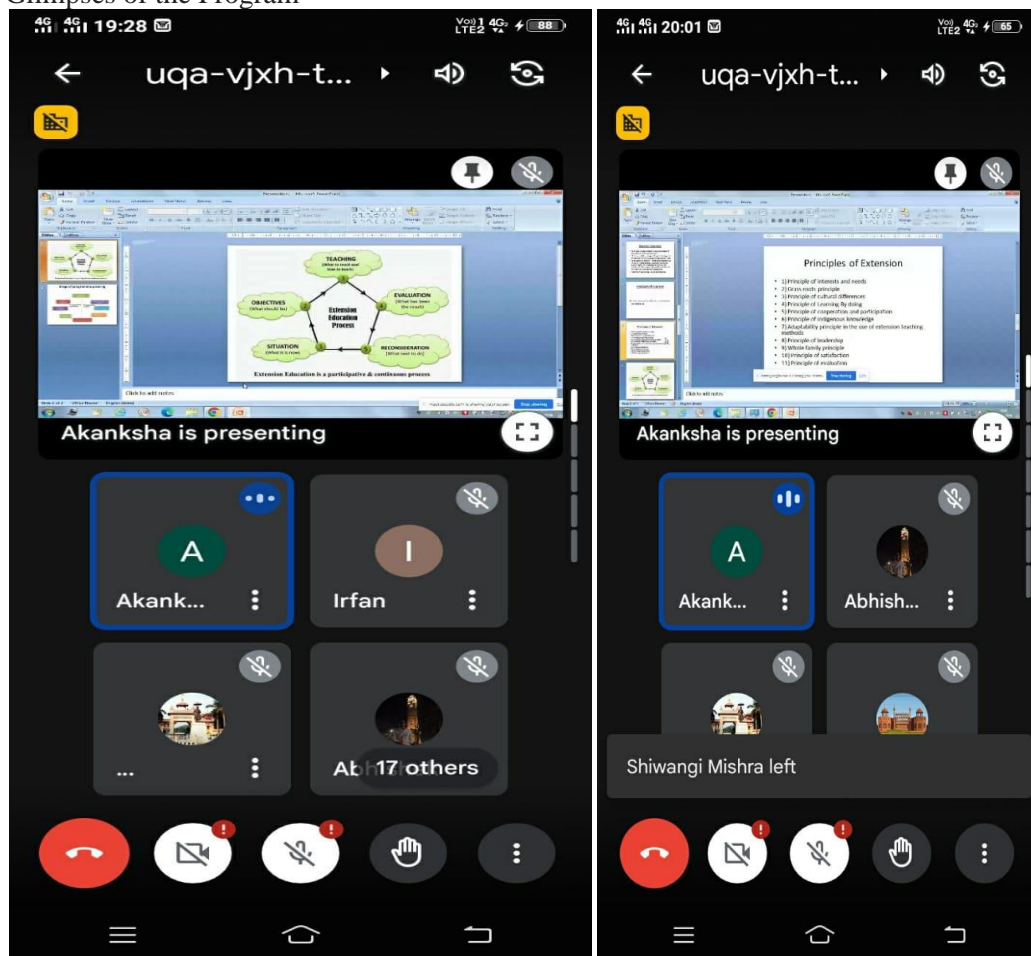
Key objectives of the VAC:

1. To elucidate students on Participatory Rural Appraisal (PRA).
2. Achieving foundational understanding in the planning of Extension Programs.
3. To make the students aware about the concepts of Diffusion and adoption of innovation and various adopter categories.
4. To acquaint students with the concept of communication and its practical application within the agricultural domain
5. To enable students to critically analyze the role of technology, ICT, policy and socio-economic factors in shaping rural development.

Learning outcomes

1. Students will be able to gain wider knowledge on PRA Techniques and its implications.
2. Students will be able to evaluate the historical evolution and theoretical frameworks of agricultural extension and rural development
3. Students will apply extension approaches and communication strategies for effective knowledge dissemination among rural communities.
4. Students will be able to analyze the socio-economic, political, and environmental factors influencing agricultural practices and rural livelihoods
5. They will be able to develop sustainable solutions to address challenges related to food security, poverty alleviation, and sustainable rural development

Glimpses of the Program-



Sample of the certificate-



CERTIFICATE



of
COMPLETION OF VALUE ADDED COURSE
ON
AGRICULTURAL EXTENSION AND RURAL DEVELOPMENT

This is to certify that Mr./Ms. **Mohd Raza Daniyal** Enrolment No. 2100102388 has Completed the 30 hours Value Added Course on Agricultural Extension and Rural Development offered by Integral Institute of Agricultural Science and Technology (IIAST) Integral University, Lucknow from 29 April 2024 to 13 May 2024.

Dr. Sunil Kumar
Course Co-ordinator, IIAST
Integral University, Lucknow

Dr. Akanksha Singh
Course Co-ordinator, IIAST
Integral University, Lucknow

Prof. Saba Siddiqui
Head, Department of Agriculture,
IIAST, Integral university Lucknow