

**Bachelors in Arts with Community Sciences as non-Major
Category-III**

**DISCIPLINE SPECIFIC CORE COURSE – DSC-6-HSC:
EXTENSION PROGRAMME: DESIGN AND MANAGEMENT**

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Extension Programme: Design and Management	4	3	0	1	Class XII	NIL

Learning Objectives

- To orient the students to the concept and scope of extension in development.
- To understand the principles and process of Extension Programme Design and Management.
- To develop skills for using participatory approaches in Extension Programme Management.
- To provide knowledge about various development schemes and programmes in India.

Learning Outcomes

The students will be able to:

- Learn the concept of extension in a holistic manner with respect to national development.
- Get insights on the principles and process of Extension Programme Design and Management.
- Develop skills for using various participatory approaches in a programme management.
- Gain knowledge of various development schemes and programmes in India.

**THEORY
(Credits 3; Hours 45)**

UNIT I: Extension: Concept and Principles

9 Hours

This unit provides deeper understanding on the fundamental concepts of Extension and its application to national development.

- Extension: history, concept, goals, philosophy and scope
- Typology of extension and approaches to Extension
- Concept of Andragogy, Andragogy vs. Pedagogy
- Principles of Extension
- Relationship between Communication and Extension - role of Extension in development
- Methods of community contact in Extension

UNIT II: Stakeholder, Participation and Leadership

12 Hours

This Unit highlights the significance of people's participation as a pre-requisite in any extension programme and develop skills in the same.

- Stakeholders in development
- People's participation and social mobilization in development, typology of participation
- Participatory Learning and Action – concept, principles, classification of tools and techniques
- Leaders in extension – functions, types and leadership styles and theories
- Diffusion of innovation and adoption – concept, theory and application

UNIT III: Programme Management

12 Hours

This unit emphasizes on the principles and process involved in designing a programme and its management. The unit also gives conceptual clarity on project cycle and the different models of extension programme management.

- Project cycle- goals, objectives, indicators, outputs and outcomes
- Conceptual framework and Principles of extension program management
- Models of extension programme management - overview of models, Sandhu's model, Logic model
- Monitoring and Evaluation

UNIT IV: Development Programmes

12 Hours

This unit provides an in-depth understanding of the various development schemes and programmes initiated as part of extension.

- Development issues and goals- national and international perspectives, Sustainable Development Goals
- Contemporary National Development Programmes (related to education, employment, income, health and nutrition, digitalization and women) – objectives, target groups, salient features, monitoring and evaluation, partnership and funding, outcomes and communication support

PRACTICAL (Credit 1; Hours 30)

1. Community Outreach
2. Assessing the leadership skills in a case-study format
3. PLA as needs assessment tools
4. Approaches to the Adult Education
5. Developing skills in planning and using individual and small group methods in extension

Essential Readings

UNIT I

This unit provides deeper understanding on the fundamental concepts of Extension and its application to national development.

- **Supe, S V.**, 2019, An Introduction to Extension Education. Oxford & Ibh Publishing Co. Pvt Ltd, New Delhi

- **Singh, S.**, 2022, A Brief Book on Extension Education. New Vishal Publications, New Delhi.
- **Bhatnagar. O.P & Dahama, O.P.**, 2009, Education and Communication for Development 2ed. Oxford & IBH Publishing Co. Pvt Ltd, New Delhi.
- **Kumar, S.**, 2002, Methods for community participation: a complete guide for practitioners. Vistaar Publications, New Delhi

UNIT II

This Unit highlights the significance of people's participation as a pre-requisite in any extension programme and develop skills in the same.

- **Beck, S.**, 2022, Communication in the 2020s. Routledge, New York
- **Ray G.L.**, 2015, Extension, Communication and Management, Kalyani Publications, New Delhi.
- **Kumar, S.**, 2002, Methods for community participation: a complete guide for practitioners. Vistaar Publications, New Delhi

UNIT III

This unit emphasizes on the principles and process involved in designing a programme and its management. The unit also gives conceptual clarity on project cycle and the different models of extension programme management.

- **Sandhu, A S.**, 2018, Extension Programme Planning. Oxford and IBH Publishers, New Delhi
- **Singh, A K.**, 2020, Frontline Extension in India Innovations and Reforms. Biotech Publisher, New Delhi

UNIT IV

This unit provides an in-depth understanding of the various development schemes and programmes initiated as part of extension.

- **Dale R.**, 2004, Evaluating Development Programmes and Projects. Sage Publications, New Delhi.
- **Sandhu, A S.**, 2018, Extension Programme Planning. Oxford and IBH Publishers, New Delhi
- **Singh, A K.**, 2020, Frontline Extension in India Innovations and Reforms. Biotech Publisher, New Delhi.

Suggested Readings

- **Servaes, J.** (2022). Communication for development and social change (Updated ed.). Sage Publications.
- **Bhatnagar. O.P & Dahama, O.P.**, 2009, Education and Communication for Development 2ed. Oxford & IBH Publishing Co. Pvt Ltd, New Delhi
- **Dale R.**, 2004, Evaluating Development Programmes and Projects. Sage Publications, New Delhi
- **Kumar & Hansra**, 2000, Extension Education for Human Resource Development. Concept Publishing Company, New Delhi
- **Mikkelsen, B.**, 2002, Methods for Development Work and Research. Sage Publications, New Delhi

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.