

Department of Veterinary and Animal Husbandry Extension Education
Mahatma Jyotiba Fule College of Veterinary & Animal Sciences, Chomu, Jaipur
III Year B.V.Sc. & A.H.

Tentative Lecture Schedule for Theory (Session: 2021-22)

Duration of lecture class: 23-8-2021 to 16-6-2022

Credit Hours: 3+1

S. No.	Date	Topics to be covered
1.	1-9-2021	Extension education: concept, objectives
2.	6-9-2021	philosophy and dimensions
3.	7-9-2021	Principles of extension, need of extension education
4.	8-9-2021	Extension educational process, steps in extension teaching
5.	13-9-2021	Learning, Levels and functions of extension
6.	14-9-2021	Pre independence extension efforts in India
7.	15-9-2021	Post independence extension efforts in India
8.	20-9-2021	animal husbandry development programmes
9.	21-9-2021	rural development programmes
10.	22-9-2021	Agricultural development programmes
11.	27-9-2021	Democratic Decentralization – Panchayati Raj System
12.	28-9-2021	rural development
13.	29-9-2021	History of domestication and their social dimension. Evolution and relationship between agriculture and animal husbandry
14.	4-10-2021	kinds of Farming in India: specialised, diversified, mixed farming
15.	5-10-2021	individually owned, cooperate , collective farming
16.	6-10-2021	contract farming, small scale and large scale, Other farming types
17.	11-10-2021	Characteristics of farming in India
18.	12-10-2021	role of animals in the contemporary society
19.	18-10-2021	Concept of need and its types
20.	20-10-2021	Concept of sociology and rural sociology in animal husbandry extension.
21.	25-10-2021	Culture: definition, elements, change, impact on production systems.
22.	26-10-2021	Basic sociological concepts - society, community and association.
23.	27-10-2021	Rural society: characteristics and differences among society,
24.	1-11-2021	community and culture, Characteristics and differences among tribal, rural and urban communities.
25.	2-11-2021	Social control: concept and means of social control (techniques, folkways, taboos, mores and laws).
26.	3-11-2021	Social stratification: definition, forms and characteristics (caste system and class system).
27.	8-11-2021	Social institutions in rural society: Social, economic, political, religious and educational (definition, composition and

		function).
28.	9-11-2021	Social change: concept, importance and factors. Social groups: different groups,
29.	10-11-2021	classification of social groups and their characteristics.
30.	15-11-2021	Leadership: definition, functions of leader,
31.	16-11-2021	types of rural leaders,
First Internal		
32.	17-11-2021	Key communicators and their role in the animal husbandry extension.
33.	22-11-2021	Technology- Concept, generation process, - application, merits and de-merits
34.	23-11-2021	Adoption and diffusion of innovations, stages of adoption
35.	24-11-2021	adopter categories
36.	29-11-2021	innovation decision process, attributes of innovations
37.	30-11-2021	diffusion process, factors affecting adoption and diffusion processes.
38.	1-12-2021	Programme planning- principles, objectives and steps.
39.	6-12-2021	Evaluation of extension programme, constraints in the adoption of scientific animal husbandry practices.
40.	7-12-2021	Role of extension agents in diffusion of livestock innovations.
41.	8-12-2021	Cattle and buffalo improvement programmes: Key Village Scheme, Intensive Cattle Development Project, Gosadan and Gaushala.
42.	13-12-2021	Dairy development programmes:
43.	14-12-2021	concept of cooperation, Rochdale principles of cooperation, objectives of cooperative
44.	15-12-2021	Amul pattern of dairy cooperative system and Operation Flood.
45.	20-12-2021	Transfer of technology projects of Indian Council of Agricultural Research (ICAR): Krishi Vigyan Kendra (KVK), Agricultural Technology Information Centre (ATIC), Agricultural Technology Management Agency (ATMA),
46.	21-12-2021	National Agricultural Innovation Project (NAIP), Rashtriya Krishi Vikas Yojana (RKVY) etc.
47.	22-12-2021	Different ongoing central and state government animal husbandry development programmes being run related to sheep, goat, poultry, piggery, fodder production etc.
Sports Week		
48.	3-01-2022	Different ongoing central and state government animal husbandry development programmes being run related to sheep, goat, poultry, piggery, fodder production etc.
49.	4-01-2022	Communication and its functions., Barriers of communication.
50.	5-01-2022	Basic concepts: communication fidelity, communication gap, time lag in communication
51.	10-01-2022	empathy, homophily and heterophily, propaganda, publicity, persuasion and development communication.
52.	11-01-2022	Types of communication: Intrapersonal, interpersonal, verbal, non- verbal, vertical, horizontal,
53.	12-01-2022	Elements of communication: Communicator, message, channel, treatment of message, audience, and audience response

		(feedback)
54.	17-01-2022	organizational communication etc.
55.	18-01-2022	Individual contact methods: Farm and home visit, farmer's call, personal letter, adaptive or minikit trial, farm clinic etc.
56.	19-01-2022	Group contact methods: Result demonstration, method demonstration, group meeting, training, field day or farmers' day, study tour etc.
57.	24-01-2022	Mass contact methods: Farm publications (leaflet, folder, pamphlet, booklet, bulletin, farm magazine, newsletter etc.), mass meeting, campaign, exhibition, newspaper, radio, television, mobile short message service.
58.	25-01-2022	Mass contact methods: Farm publications (leaflet, folder, pamphlet, booklet, bulletin, farm magazine, newsletter etc.), mass meeting, campaign, exhibition, newspaper, radio, television, mobile short message service.
59.	31-01-2022	Selection and use of extension teaching methods.
60.	01-02-2022	Introduction to Economics and Livestock Economics: definition and scope (production, consumption, exchange and distribution).
61.	2-02-2022	Basic concepts- wants, goods, wealth, utility, price, value, assets, capital, money, income etc.
62.	7-02-2022	Important features of land, labour, capital and organization.
Second Internal		
63.	8-02-2022	Theories of demand, supply and cost.
64.	9-02-2022	Theories of production (law of diminishing return, increasing return, constant return and return to scale).
65.	14-02-2022	Concept of market: market, market structure and classification of markets.
66.	21-02-2022	Market price and normal price, price determination under perfect competition in short and long run.
67.	22-02-2022	Market price and normal price, price determination under perfect competition in short and long run.
68.	23-02-2022	Marketing functions: meaning and their classification (packaging, transportation, grading, standardization, storage and warehousing, processing and value addition, buying and selling, market information, financing, risk bearing, minimization of risks (speculation and hedging).
69.	28-02-2022	Marketing functions: meaning and their classification (packaging, transportation, grading, standardization, storage and warehousing, processing and value addition, buying and selling, market information, financing, risk bearing, minimization of risks (speculation and hedging).
70.	02-03-2022	Marketing functions: meaning and their classification (packaging, transportation, grading, standardization, storage and warehousing, processing and value addition, buying and selling, market information, financing, risk bearing, minimization of risks (speculation and hedging).
71.	07-03-2022	Marketing agencies, institutions and channels for livestock and livestock products. Government interventions and role in

		marketing of livestock and livestock products.
72.	8-03-2022	External trade in livestock products, recent policies on trade and international trade agreements and their implications in livestock sector.
73.	9-03-2022	External trade in livestock products, recent policies on trade and international trade agreements and their implications in livestock sector.
74.	14-03-2022	Definition of entrepreneur, entrepreneurship, enterprise and manager.
75.	15-03-2022	Difference between entrepreneur and entrepreneurship, entrepreneur and enterprise, entrepreneur and manager.
76.	16-03-2022	Types, characteristics and functions of an entrepreneur.
77.	21-03-2022	Theories of entrepreneurship: Sociological theory, economic theory
78.	22-03-2022	cultural theory, psychological theory.
79.	23-03-2022	Forms of entrepreneurship: (Sole proprietorship, partnership,
80.	28-03-2022	corporation, cooperative, joint stock company,
81.	29-03-2022	Private and Public Limited Company). resources and procurement of inputs and financial resources, breakeven analysis etc.
82.	30-03-2022	Introduction to financial management: concept, function,
83.	04-04-2022	Project appraisal- Introduction, importance, techno-economic feasibility,
84.	05-04-2022	criteria of project evaluation (discounted and non-discounted), capital budgeting, etc.
85.	06-04-2022	Business plan for enterprise.
86.	11-04-2022	Institutions promoting entrepreneurship in India.
87.	12-04-2022	Entrepreneurship development programmes.
88.	13-04-2022	Accounting: objectives, common terms.
89.	18-04-2022	Personnel management-identification of work, job analysis, division of labour etc.
90.	19-04-2022	Resource management- organization aspect of livestock farms, analysis of financial statement
91.	20-04-2022	sources of capital (banks, venture capitals, etc.).
92.	25-04-2022	Strengths and limitations of ICTs application in livestock sector and farmers capacity building.
93.	26-04-2022	Information kiosk, Elearning, CAD, virtual class room, virtual reality, multi-media etc.
94.	27-04-2022	Cyber extension- problems and prospects in livestock extension.
95.	02-05-2022	Computer networking: (LAN, MAN, WAN, Internet, tele-conferencing, tele-text, radio-text, video-text, interactive cable distribution system, satellite communication, internet, www, etc.).
96.	04-05-2022	Computer networking: (tele-conferencing, tele-text, radio-text, video-text, interactive cable distribution system, satellite communication, internet, www, etc.).
97.	10-05-2022	Gender and animal husbandry- definition, difference between gender and sex, role of women in animal husbandry

98.	11-05-2022	gender sensitization, importance of gender sensitization in animal husbandry, need for gender analysis, gender budgeting and mainstreaming.
99.	17-05-2022	Salient features of recent livestock census, livestock insurance scheme, national livestock mission.
Third Internal		
100.	18-05-2022	Salient features of recent livestock census, livestock insurance scheme, national livestock mission.
101.	23-05-2022	Introduction to environmental consequences of livestock rearing.
102.	24-05-2022	Sustainability- concept of sustainability of livestock production system (social, environmental and economic challenges faced).
103.	25-05-2022	Animal welfare: Introduction to animal welfare, ethics and rights.
104.	30-05-2022	Importance of animal welfare in the contemporary society
105.	31-05-2022	Expectations from veterinary professionals.

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Tentative Lecture Schedule for Practical (Session: 2021-22)

Duration of lecture class: 01-09-2021 to 21-06-2022

Credit Hours: 3+1

Batch: B & E

S. No	Date	Topic to be Covered
1.	6-9-2021	Familiarization with Audio-Visual Aids
2.	13-9-2021	Principles and use of Projectors
3.	20-9-2021	Preparation and Use of Poster
4.	27-9-2021	Preparation and Use of Charts
5.	4-10-2021	Preparation and Use of Flash Cards
6.	11-10-2021	Preparation and use of Farm Publication for Extension Work
7.	18-10-2021	Preparation of Radio Script
8.	25-10-21	Preparation of Television Script
9.	1-11-2021	Planning and organizing an awareness campaign (Health and Production)
10.	8-11-2021	Planning and Organization of Animal Health Camp
11.	15-11-2021	Participatory rural Appraisal (PRA)
12.	22-11-2021	Rapid Rural Appraisal (RRA)
13.	29-11-2021	Planning and organization of Group Discussion
14.	6-12-2021	Visit to Nearby Village
15.	13-12-2021	Tools of Data Collection
16.	20-12-2021	Data Analysis and Reporting
17.	03-01-2022	Organizing demonstration for Farmers
18.	10-01-2022	Identification of Key Communicator by Socio-metric Method
19.	17-01-2022	Meaning, objectives and accounting terminology and Books of Account
20.	24-01-2022	Meaning and Objectives of Accounting & Basic Information of Accountancy and Book Keeping
21.	31-01-2022	Elementary Knowledge of Various Types of Accounts and Rules of Debit and Credit Applicable on Each of Account
22.	07-02-2022	Meaning, Definition and Writing of Journal, Cash Book & Ledger
23.	14-02-2022	Preparation of final accounts
24.	21-02-2022	Calculation of depreciation
25.	28-02-2022	Visit to commercial enterprises of livestock production

26.	07-03-2022	To Estimate Dairy Project of 12 Cross-Breed Cattle For 5 Years
27.	14-03-2022	To Estimate Dairy Project of 12 Cross-Breed Cattle For 5 Years
28.	21-03-2022	To Estimate Project For 1000 Layer Unit
29.	28-03-2022	To Estimate A Project on Patanwadi Sheep Farming (Unit of 10 Ewes & 2 Rams)
30.	04-04-2022	To Estimate Project For 10 Sow & 2 Boar Unit
31.	11-04-2022	To Estimate A Project on Mehsani Goat (Unit of 50 Doe And 5 Buck)
32.	18-04-2022	Exercise on break even analysis
33.	25-04-2022	Exercise on BCR, IRR and NPW
34.	2-05-2022	Techno-economic feasibility report
35.	23-05-2022	Case study of successful entrepreneurial project
36.	30-05-2022	Visit to livestock market, livestock fair
37.	06-06-2022	Exercise on economics of diseases

Batch: C & D

S. No	Date	Topic to be Covered
1.	7-9-2021	Familiarization with Audio-Visual Aids
2.	14-9-2021	Principles and use of Projectors
3.	21-9-2021	Preparation and Use of Poster
4.	28-9-2021	Preparation and Use of Charts
5.	5-10-2021	Preparation and Use of Flash Cards
6.	12-10-2021	Preparation and use of Farm Publication for Extension Work
7.	26-10-2021	Preparation of Radio Script
8.	2-11-2021	Preparation of Television Script
9.	9-11-2021	Planning and organizing an awareness campaign (Health and Production)
10.	16-11-2021	Planning and Organization of Animal Health Camp
11.	23-11-2021	Participatory rural Appraisal (PRA)
12.	30-11-2021	Rapid Rural Appraisal (RRA)
13.	7-12-2021	Planning and organization of Group Discussion
14.	14-12-2021	Visit to Nearby Village
15.	21-12-2021	Tools of Data Collection
16.	04-01-2022	Data Analysis and Reporting
17.	11-01-2022	Organizing demonstration for Farmers
18.	18-01-2022	Identification of Key Communicator by Socio-metric Method
19.	25-01-2022	Meaning, objectives and accounting terminology and Books of Account
20.	01-02-2022	Meaning and Objectives of Accounting & Basic Information of

		Accountancy and Book Keeping
21.	08-02-2022	Elementary Knowledge of Various Types of Accounts and Rules of Debit and Credit Applicable on Each of Account
22.	22-02-2022	Meaning, Definition and Writing of Journal, Cash Book & Ledger
23.	8-03-2022	Preparation of final accounts
24.	15-03-2022	Calculation of depreciation
25.	22-03-2022	Visit to commercial enterprises of livestock production
26.	29-03-2022	To Estimate Dairy Project of 12 Cross-Breed Cattle For 5 Years
27.	05-04-2022	To Estimate Dairy Project of 12 Cross-Breed Cattle For 5 Years
28.	12-04-2022	To Estimate Project For 1000 Layer Unit
29.	19-04-2022	To Estimate A Project on Patanwadi Sheep Farming (Unit of 10 Ewes & 2 Rams)
30.	26-04-2022	To Estimate Project For 10 Sow & 2 Boar Unit
31.	10-05-2022	To Estimate A Project on Mehsani Goat (Unit of 50 Doe And 5 Buck)
32.	17-05-2022	Exercise on break even analysis
33.	24-05-2022	Exercise on BCR, IRR and NPW
34.	31-05-2022	Techno-economic feasibility report
35.	07-06-2022	Case study of successful entrepreneurial project
36.	14-06-2022	Visit to livestock market, livestock fair
37.	21-06-2022	Exercise on economics of diseases

Batch: A

S. No	Date	Topic to be Covered
1.	1-9-2021	Familiarization with Audio-Visual Aids
2.	8-9-2021	Principles and use of Projectors
3.	15-9-2021	Preparation and Use of Poster
4.	22-9-2021	Preparation and Use of Charts
5.	29-9-2021	Preparation and Use of Flash Cards
6.	6-10-2021	Preparation and use of Farm Publication for Extension Work
7.	20-10-2021	Preparation of Radio Script
8.	27-10-2021	Preparation of Television Script
9.	3-11-2021	Planning and organizing an awareness campaign (Health and Production)
10.	10-11-2021	Planning and Organization of Animal Health Camp
11.	17-11-2021	Participatory rural Appraisal (PRA)
12.	24-11-2021	Rapid Rural Appraisal (RRA)
13.	01-12-2021	Planning and organization of Group Discussion
14.	08-12-2021	Visit to Nearby Village

15.	15-12-2021	Tools of Data Collection
16.	22-12-2021	Data Analysis and Reporting
17.	29-12-2021	Organizing demonstration for Farmers
18.	05-01-2022	Identification of Key Communicator by Socio-metric Method
19.	12-01-2022	Meaning, objectives and accounting terminology and Books of Account
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33.	04-05-2022	Exercise on BCR, IRR and NPW
34.	11-05-2022	Techno-economic feasibility report
35.	18-05-2022	Case study of successful entrepreneurial project
36.	25-05-2022	Visit to livestock market, livestock fair
37.	01-06-2022	Exercise on economics of diseases